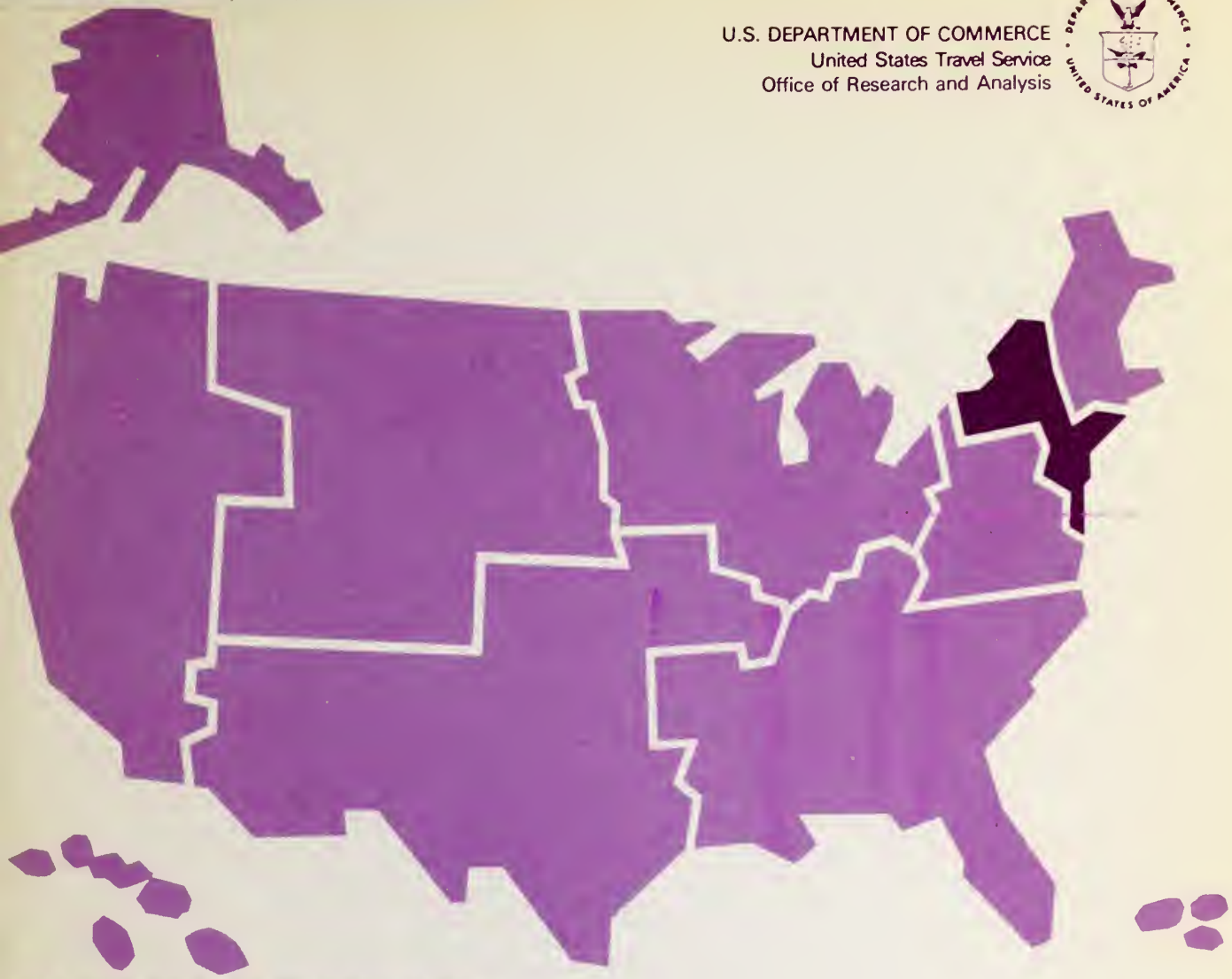
C47.2:C16/2/974/v.3

U.S. DEPARTMENT OF COMMERCE
United States Travel Service
Office of Research and Analysis



VACATION TRAVEL BY CANADIANS IN 1974

IN THE UNITED STATES

VOLUME 3

EASTERN GATEWAY

PENNSYLVANIA STATE UNIVERSITY
DEC 11 1975
PENNSYLVANIA COLLECTION

VACATION TRAVEL BY CANADIANS IN 1974

IN THE UNITED STATES VOLUME 3

A study of Canadian vacation patterns:
Characteristics of travelers and trips to each
of the nine regions of the U.S.
as well as to the U.S. as a whole.

Conducted by
Traveldata in 1975

Sponsored by
the United States Travel Service,

the Canadian Government Office of Tourism,

the Ministry of Transport (Canada)

the Quebec Ministere Du Tourisme
de la Chasse Et de la Peche

and

the Montreal Star, Ltd.

October 1975

U. S. Depository Copy

Table of Contents

Page

SECTION I. HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974 1

I. Introduction 1

II. Methodology 1

III. Highlights of the Survey 2

SECTION II. CHARACTERISTICS OF CANADIAN VACATION TRIPS AND TRAVELERS TO THE EASTERN GATEWAY IN 1974 6

I. Highlights 6

II. Detailed Findings 6

A. Arrivals/Receipts 9

B. Traveler Characteristics 10
- Destination 10
- Urban/Rural Residence 10
- Residence by Province 12
- Language 13
- Size of City of Residence 14
- Residence of Auto/Air Visitors 15
- Type of Dwelling Occupied/Ownership 15
- Sex 18
- Age 19
- Marital Status 20
- Education 21
- Occupation of Head of Household 22
- Family Income 23
- Family Composition 24

C. Trip Characteristics 25
- Purpose of Trip 25
- Total Adults in Party 26
- Main Mode of Transport 26
- Seasonality 28
- Length of Stay 29

LIST OF CHARTS

Page

Chart 1.–Canadian Vacation Arrivals and Expenditures in the U.S. in 1974 7
Chart 2.–Characteristics of Canadian Vacation Trips to the Eastern Gateway–1974 Expenditures in U.S. Only 10
Chart 3.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Urban/Rural Residence 11
Chart 4.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Residence . 12
Chart 5.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Language . 13
Chart 6.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Size of City of Residence. 14
Chart 7.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Residence of Auto Visitors. 15
Chart 8.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Type of Dwelling 16
Chart 9.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Dwelling Ownership. 17
Chart 10.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Sex. 18
Chart 11.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Age 19
Chart 12.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Marital Status 20
Chart 13.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Education . 21
Chart 14.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Occupation of Head of Household 22
Chart 15.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Family Income. 23
Chart 16.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Family Composition. 24
Chart 17.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Purpose of Trip 26
Chart 18.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Mode of Transport. 27
Chart 19.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Seasonality (Quarterly) 28
Chart 20.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway Seasonality (Monthly) 29
Chart 21.–Characteristics of Canadian Vacation Travelers to the Eastern Gateway–Length of Stay 30

LIST OF TABLES

Table 1.–Profile of 1974 Canadian Vacation Travelers to the Eastern Gateway. 8

Page

APPENDICES

Appendix A.—Definition of United States and Canadian Regions 33
Definition of Terms 34

Appendix B.—Canadian Vacation Arrivals and Expenditures in the United States, by Characteristics of the Traveler, 1973-74 35

Digitized by the Internet Archive
in 2012 with funding from
LYRASIS Members and Sloan Foundation

http://archive.org/details/vacatxxxxxxx00unit

SECTION I

HIGHLIGHTS OF CANADIAN VACATION TRAVEL IN 1974

I. INTRODUCTION

This report provides an analysis of a survey entitled *Vacation Travel by Canadians in 1974.* The survey was conducted by Traveldata for both the U.S. and Canada. Specifically, sponsors of the 1974 survey were: (1) The United States Travel Service; (2) Canadian Goverment Office of Tourism; (3) Ministry of Transport; (4) Quebec Ministere Du Tourism, De La Chasse Et De La Peche; and (5) the Montreal Star, Ltd.

This survey represents the ninth in a series of annual studies describing Canadian holidays, vacation trips, habits and characteristics of the travelers. In addition the analysis incorporates some of the findings from the prior studies to facilitate trend analysis during the 1966-74 period.

The report contains 10 volumes. Volume 1–Summary Report–provides information on Canadian travel to the United States as a whole. The remaining nine volumes highlight Canadian travel to the entire United States and provide detailed information on Canadian travel to various U.S. regions.

Volume 1: **Summary Report**–United States.

Volume 2: **New England**–Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont.

Volume 3: **Eastern Gateway**–New Jersey, New York.

Volume 4: **George Washington Country**–Delaware, District of Columbia, Maryland, Pennsylvania, Virginia, West Virginia.

Volume 5: **The South**–Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee.

Volume 6: **Great Lakes Country**–Illinois, Indiana, Iowa, Michigan, Minnesota, Ohio, Wisconsin.

Volume 7: **Old West**–Colorado, Montana, Nebraska, North Dakota, South Dakota, Utah, Wyoming.

Volume 8: **Frontier West**–Arizona, Kansas, Missouri, New Mexico, Oklahoma, Texas.

Volume 9: **Far West**–Alaska, California, Idaho, Nevada, Oregon, Washington.

Volume 10: **The Islands**–American Samoa, Guam, Hawaii, Puerto Rico, Virgin Islands.

II. METHODOLOGY

This survey was based on a national probability sample involving 6,388 personal interviews with individuals 18 years old and over. The 1974 survey includes data on Canadian travel to the U.S. Islands (American Samoa, Guam, Hawaii, Puerto Rico, and the Virgin Islands) in the figures on Canadian travel to the United States. In previous surveys, the United States category only included data on Canadian travel to the U.S. mainland. For trend analysis purposes, the 1974 survey also includes information on Canadian travel to the entire U.S. Mainland.

Limitations. In some instances, the size of the sample used to determine the characteristics of Canadian travelers to various regions or states is small. Interpretation of data based on these small sample sizes should, therefore, be made with caution.

III. HIGHLIGHTS OF THE FINDINGS

A. Total Canadian Travel in 1974

- In spite of the fuel shortages and higher prices, the proportion of Canadians taking vacation trips in 1974 remained fairly constant, with the 1973 level. Specifically, in 1974 55% of all adult Canadians took a vacation in 1974, compared to the 56% who did so in 1973.
- There was a curtailment of second and third trips, however, which resulted in an overall drop in travel——from 7.7 million **trips** in 1973 to 7.5 million in 1974.
- Destinations changed somewhat in 1974. Overseas travel increased in popularity (accounting for 14% of all trips, an increase from 11% in the previous year). As a result, North American travel experienced a marginal decline.
- Travel to the United States remained fairly constant in spite of the 1974 economic difficulties. In 1974, 22% vacationed on the **U.S. Mainland**, only slightly below the 1973 level of 22%.
- Vacation travel was less common among residents of the Maritime Provinces, while those who did travel indicated a much greater interest in Ontario and Western Canada, and less interest in New England and other U.S. coastal areas.
- Residents of Quebec, on the other hand, tended to travel more within their home province.
- The growth in foreign travel occurred primarily among residents of Ontario and Prairie Provinces.
- One of the most dramatic changes in 1974 travel patterns was with air travel. The proportion of trips taken by air remained constant at 17% from 1969 until 1972. Then, in 1973, it rose to 24% and in 1974 increased to a record 32%.
    - Much of this growth was due to the increase in overseas travel and a switch from the automobile on trips to the United States, probably because of the fuel crisis. Travel in Canada also experienced a decline in automobile travel in favor of air travel.
- Another very significant change in 1974 was a 21% increase in expenditures from an average of $396 per trip to $479.
    - Projecting these expenditures, Canadians spent, in total, $2.39 billion on vacation travel in 1974, up from $2.06 billion in 1973, an overall growth of 16.2%.
- Visiting friends or relatives became more common among vacationers in Canada. In 1974, 52% were motivated by that purpose, compared with 48% in 1973.

B. Canadian Vacation Travel to the U.S. in 1974

- The **U.S.** (including the U.S. Islands) received 3.9 million Canadian vacation visitors who spent an estimated $631 million while traveling in the U.S. in 1974.
- In 1974, the **U.S. Mainland** received 3.6 million Canadian vacation visitors (down 13% from 1973) who spent approximately $540 million while traveling in the U.S. (up 12% over 1973). The average per capita expenditure per trip in the **U.S.** was $242.
- In 1974, the largest proportion of Canadian vacation **arrivals** in the U.S. was received by the Far West (20%), followed by the South (19%), New England (16%), the Eastern Gateway (13%), the Great Lakes Country (11%), the U.S. Islands (7%), the Old West (5%), George Washington Country (5%), and the Frontier West (4%).
- In 1974, the largest proportion of Canadian vacation expenditures in the U.S. was received

by the South (26%), followed by the Far West (22%), the U.S. Islands (14%), the Eastern Gateway (9%), the Great Lakes Country (7%), New England (7%), the Frontier West (5%), the Old West (4%), and George Washington Country (4%).

- Attitudes toward travel within Canada compared with the United States changed slightly. Between 1973 and 1974 Canada appeared to have re-enforced its traditional image of "interesting wilderness" and "recreational attractions;" and to have less of a "remoteness" perception; while the United States strengthened its appeals of "entertainment," a "sense of freedom," warm weather, and educational advantages.
    - Some of the improvement in the image of the United States could be attributed to the fact that at the time of the previous survey (December, 1973), with the threat of the "Energy Crisis," the U.S. could have been perceived as far less accessible with travel much more inhibited than at the time of this current survey.
- There were notable differences in the characteristics of Canadians who traveled to the various U.S. regions. For example:
    - George Washington Country, The South, the Great Lakes Country, and the Frontier West received the majority of their visitors from Ontario, whereas New England received the majority of it's Canadian visitors from Quebec. Both Ontario and Quebec were important sources for visitors to the Eastern Gateway. British Columbia was the most important source of visitors to the Far West and the U.S. Islands. The Old West received most of its Canadian vacationers from the Prairie Provinces.
    - Sightseeing was the most popular activity for Canadian vacation travelers to George Washington Country, the Old West, the Frontier West, the Far West and the U.S. Islands. Travel to the Great Lakes country was primarily to visit friends or relatives. The largest proportion of visitors to the South traveled to that area to spend time at a vacation spot. Canadian travel to New England and the Eastern Gateway was both to visit friends and relatives and to spend some time at a vacation spot.
    - The auto was primarily used in Canadian vacation travel to New England, the Eastern Gateway, George Washington Country, the Great Lakes Country, the Old West. The primary mode of transport used to travel to the South, the Frontier West and the U.S. Islands was air. Both air and auto transportation was used by visitors to the Far West.
- Vacation visitors from Canada tended to be from urban areas, notably **Ontario** and **Quebec**, home-owners, married from "adults only" families and young or old. They had attended or completed high school, were in professional and skilled labor occupations and were upscale in income.
- Canadian vacationers traveled to the U.S. in 1974 primarily to spend some time at a vacation spot, to sightsee and visit friends or relatives.
- Auto travel was more prevalent during the summer months while air travel was more popular during the winter. There was approximately 2.36 persons traveling to the U.S. in each party and they spent an average of 11 nights in the U.S. on their trip.
- Canadian visitors to the U.S. who had a **higher than average per capita** expenditure per trip tended to:
    - reside in British Columbia, English Quebec, Ontario and the Prairies, and in urban areas;
    - visit the U.S. Islands, the South, the Frontier West and the Far West;
    - be 30-49 years of age and 50 years and over;
    - be married;
    - have an upper-middle income;

- be employed in professional/sales/white-collar fields and retired/pensioned;
- own their own dwelling;
- have an elementary, high school or technical/preparatory education;
- be from adult only "families";
- live in a detached or semi-detached dwelling or townhouse;
- travel for the purpose of staying at a vacation spot or city sightseeing/shopping;
- use air transportation;
- travel from December to March or April to May;
- stay 12 nights and over on their trip.
- be male;
- speak French (Quebec);

- From 1973 to 1974, there was an **increase** in Canadian travel to the U.S. by:
  - urban visitors,
  - visitors from the Prairies and British Columbia,
  - visitors from cities with populations of over 500,000, and 1,000 to 10,000,
  - apartment dwellers and tenants,
  - visitors aged 40 to 49 years,
  - visitors with family incomes of $20,000 or more,
  - visitors from 'adult only' families,
  - visitors who traveled to the U.S. to spend some time at a vacation spot,
  - visitors who traveled by air,
  - female visitors,
  - visitors who spent 4-5 nights in the U.S.

- From 1973 to 1974 there was a **decrease** in Canadian travel to the U.S. by:
  - rural visitors.
  - visitors from the Atlantic Provinces.
  - visitors from cities with populations of under 1,000 and 10,000 to 30,000.
  - home owners.
  - male visitors.
  - visitors aged 18-29 years.
  - visitors who traveled by auto.
  - skilled workers.
  - visitors with family incomes between $10,000 and $20,000.
  - families with children, and
  - visitors who spent 1 to 3 nights in the U.S.

SUMMARY OF CHARACTERISTICS OF CANADIAN VACATION TRAVEL TO THE U.S. IN 1974

3,880,000 Canadian Vacation Arrivals in the U.S.

- 3,614,000 Canadian vacation arrivals on the U.S. Mainland (-13% from 1973)

$631 Million Spent in the U.S. by Canadian Vacationers

- $540 million spent on U.S. Mainland by Canadian vacationers (+12% over 1973)
- $242 per capita expenditures per trip in U.S.
- $21 daily per capita trip expenditures in U.S.

Traveler Characteristics

Residence:	Urban (87%) Ontario (39%) and Quebec (25%) English speaking (68%) Population over 500,000 (46%)
Dwelling Status:	Live in single/semi-detached dwelling (65%) Own their own dwelling (62%)
Sex:	Female (54%) and male (46%)
Age:	18-29 years (30%) and 50 years or more (31%)
Marital Status:	Attached (married)(59%)
Education:	Attended or completed high school (50%)
Occupation:	Professional/Mgr./Sales/White-collar (44%) and skilled workers (22%)
Family Income:	$10,000 to $20,000 (40%) and $20,000 and over (24%)
Family Composition:	Adult only (62%)

Trip Characteristics

Purpose:	To spend some time at a vacation spot (37%), sightseeing (36%), and visiting friends or relatives (33%)
Mode of Transport:	Auto (48%) and air (39%)
Seasonality:	3rd quarter (43%), July (19%), August (16%)
Mean Length of Stay:	11 nights
Mean Size of Traveling Party:	2.36 persons

SECTION II

CHARACTERISTICS OF CANADIAN VACATION TRIPS/TRAVELERS TO THE EASTERN GATEWAY, 1974

I. HIGHLIGHTS

In 1974, an estimated 210,000 Canadian vacation trips were taken to the Eastern Gateway, representing 13% of the total 1.64 million trips to the U.S. During the same year, total Canadian vacation arrivals in the Eastern Gateway were 501,000.

Canadian vacation travelers spent an estimated $55 million in the Eastern Gateway, constituting 9% of the total $631 million spent by Canadians who vacationed in the U.S. in 1974. Per capita expenditures on each trip to the Eastern Gateway equaled $165, compared to the national per capita average of $242. The average number of nights spent by Canadian visitors in the Eastern Gateway was 8.2, versus the national average of 11.5 nights. Daily per capita expenditures of Canadians in the Eastern Gateway were $20, slightly lower than the national average of $21.

501,000 Canadian Vacation Arrivals (−27% from 1973)

- 13% of total Canadian vacation arrivals in the U.S.
- 4th most popular region in U.S. for Canadian vacationers

$55 Million Spent in Eastern Gateway By Canadian Vacationers (+2% over 1973)

- 9% of total Canadian vacation expenditures in U.S.
- 4th largest recipient of Canadian vacation expenditures
- $165 per capita expenditures per trip (+18% over 1973)
- $20 daily per capita trip expenditures (+43% over 1973)

Profile of Canadian Vacation Travelers to the Eastern Gateway

During 1974, the most predominant characteristics of Canadian vacation travelers to the Eastern Gateway were: 89% lived in urban areas; they primarily came from Ontario and Quebec; 52% lived in single/semi-detached dwellings; 51% were home-owners; 55% were males; 63% were married; 47% had professional/managerial/sales/white-collar jobs; and 47% had family incomes of between $10,000 and $20,000.

The most prevalent characteristics of the Canadian vacation trips to the Eastern Gateway in 1974 were: 39% were to spend some time at a vacation spot; 67% were by auto; 60% were during the third quarter; and the average length of stay was 8 nights.

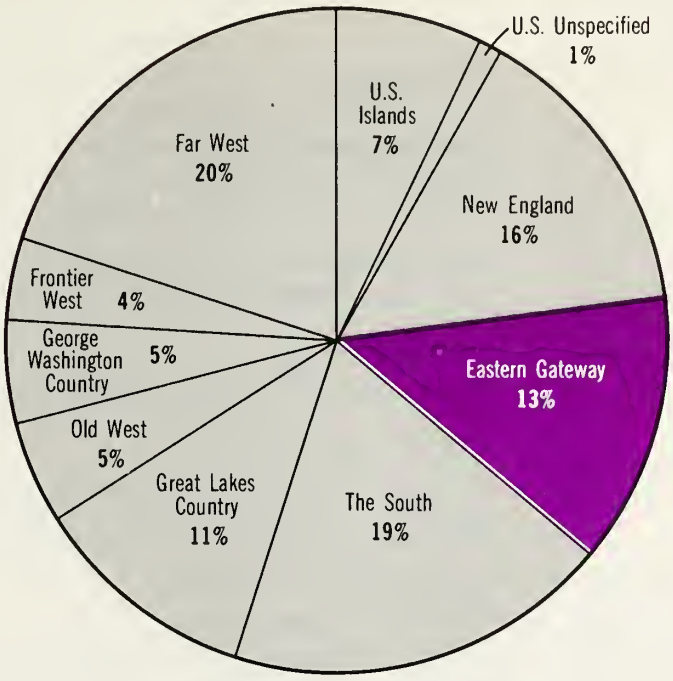
II. DETAILED FINDINGS

The detailed findings of the characteristics of Canadian vacation travel to the Eastern Gateway during 1974 are presented within the following descriptive sub-categories: (A) Arrivals/Receipts; (B) Traveler Characteristics; and (C) Trip Characteristics.

Chart 1

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE U.S. 1974

Arrivals 3,880,000
100%



Receipts $631,000,000
100%

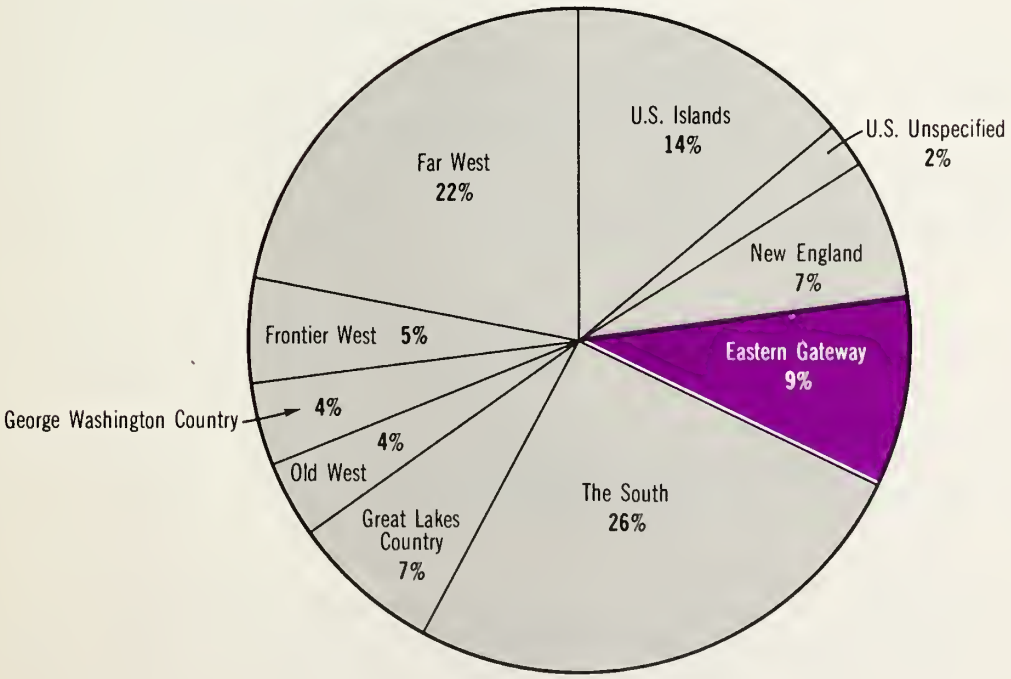


TABLE 1

PROFILE OF 1974 CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY

Traveler Characteristics	
Residence:	Urban (89%) Ontario (47%) Quebec (46%) English speaking (52%) and French (Quebec)-speaking (26%) Population over 500,000 (61%) Residence of auto visitors: Ontario (53%) Quebec (45%)
Dwelling Status:	Live in single/semi-detached dwelling (52%) Own their own dwelling (51%)
Sex:	Male (55%)
Age:	18-29 years (30%) and 50 years and over (26%)
Marital Status:	Attached (married) (63%)
Education:	Attended or completed high school (47%)
Occupation:	Professional/Mgr./Sales/White collar (47%)
Family Income:	$10,000 to $20,000 (47%) $20,000 and over (21%)
Family Composition:	Adults only (62%)
Trip Characteristics	
Purpose:	To spend some time at a vacation spot (39%)
Mode of Transport:	Auto (67%)
Seasonality:	3rd quarter (60%) July (26%) August (21%)
Mean Length of Stay:	8 nights
Mean Size of Traveling Party:	2.38 persons

Significant Changes in Canadian Vacation Travel to the Eastern Gateway From 1973 to 1974

- Increases in:
  - –apartment dwellers (18% to 28%)
  - –visitors with a family income of $20,000 or more (10% to 21%)
  - –visitors who spent some time at a vacation spot (26% to 39%)
- Decrease in:
  - –English speaking visitors (64% to 52%)
  - –visitors from cities with a population between 100,000 and 500,000 (15% to 5%)
  - –visitors with a family income of $10,000 to $20,000 (56% to 47%)
  - –visitors who traveled to the Eastern Gateway to sightsee (40% to 28%)

TABLE 1 – Continued

Significant Differences Between Canadian Vacation Travel to the Eastern Gateway and to the U.S. as a whole

- The Eastern Gateway had a much higher proportion of:
  - –visitors from Quebec
  - –French (Quebec)-speaking visitors
  - –visitors from cities with a population of over 500,000
  - –tenants (rather than dwelling owners)
  - –auto visitors
  - –visitors during the 3rd quarter of the year
  - –visitors staying 1-3 nights

- The Eastern Gateway had a much lower proportion of:
  - –visitors from the Prairies and British Columbia
  - –English-speaking visitors
  - –visitors from cities with a population between 100,000 and 500,000
  - –visitors who live in single/semi-detached dwelling
  - –visitors who own their own dwelling
  - –air visitors
  - –visitors during the 1st quarter of the year

A. Arrivals/Receipts

In 1974, the Eastern Gateway ranked as the fourth most popular destination for Canadian vacation travelers to the U.S. and as the fourth largest receiver of Canadian vacation receipts. The Eastern Gateway received an estimated 13% of the total Canadian vacation visitors to the U.S. and 9% of the tourism receipts in 1974.

The Eastern Gateway received approximately 501,000 of the 3.9 million Canadians who vacationed in the U.S. in 1974. (An additional 75,000 Canadians visited the Eastern Gateway on their trips to other U.S. regions). Of the $631 million spent in the U.S. in 1974, the Eastern Gateway received about $55 million from these visitors. The 501,000 arrivals represented a 27% decrease from the 689,000 visitor arrivals in 1973. Although there was a decrease in the number of Canadian arrivals in the Eastern Gateway there was a slight increase in Canadian expenditures in that area in 1974. The $55 million received by the Eastern Gateway in 1974 represented a 2% increase over the $54 million in receipts in 1973. (See Appendix B-1.)

The primary reason for the decrease in Canadian vacation arrivals can be attributed to the depressed economic situation in Canada, which was largely a result of the energy crisis. Relatively high inflation and unemployment, which decreased the purchasing power of the consumer, also resulted in the cancellation or postponment of vacation trips to the Eastern Gateway. This was especially the case in Quebec which supplied the Eastern Gateway with almost half of their visitors. Many persons who normally would have taken an auto trip to the Eastern Gateway cancelled or changed their plans, first because of fears of not being able to obtain gasoline and later because of the high price of gasoline. On the other hand, the increase in expenditures may be attributed to inflation and to the changing composition of the Canadian traveler to the Eastern Gateway during that period. The Eastern Gateway received older, more educated and wealthier Canadian visitors in 1974 than in 1973.

The 1974 Canadian per capita expenditure per trip in the Eastern Gateway was $165, an 18% increase over the $140 recorded in 1973. The 1974 daily per capita trip expenditure in the Eastern Gateway was $20, 43% higher than the $14 recorded in 1973. (See Appendix B-3.)

New York and New Jersey were the most popular areas in the Eastern Gateway for Canadian vacation trips. In 1974, about 81% of the Canadian vacation trips to the Eastern Gateway

were to New York, while 24% were to New Jersey.

In 1974, New York received approximately 10% of the total Canadian vacation visitors to the U.S. and 7% of the tourism receipts, equaling an estimated 384,000 Canadian vacation visitors (down 31% from 1973) and $42 million (down 5% from 1973).

New Jersey received approximately 4% of the total Canadian vacation visitors to the U.S. and 3% of the tourism receipts in 1974, equaling an estimated 138,000 Canadian vacation visitors (down 20% from 1973) and $18 million (up 6% over 1973).

Both the 1974 Canadian per capita trip expenditures and daily expenditures in New York and New Jersey increased. Specifically, the 1974 per capita trip expenditure of $156, in New York represented an 11% increase over the $141 recorded in 1973. The 1974 daily per capita trip expenditure in New York of $20, represented a 33% increase over the $15 recorded in 1973.

With respect to New Jersey, the 1974 Canadian per capita expenditure per trip was $215, a 27% increase over the $169 recorded in 1973 with the daily capita trip expenditure in New Jersey of $19, representing a 46% increase over the $13 recorded in 1973.

B. Traveler Characteristics

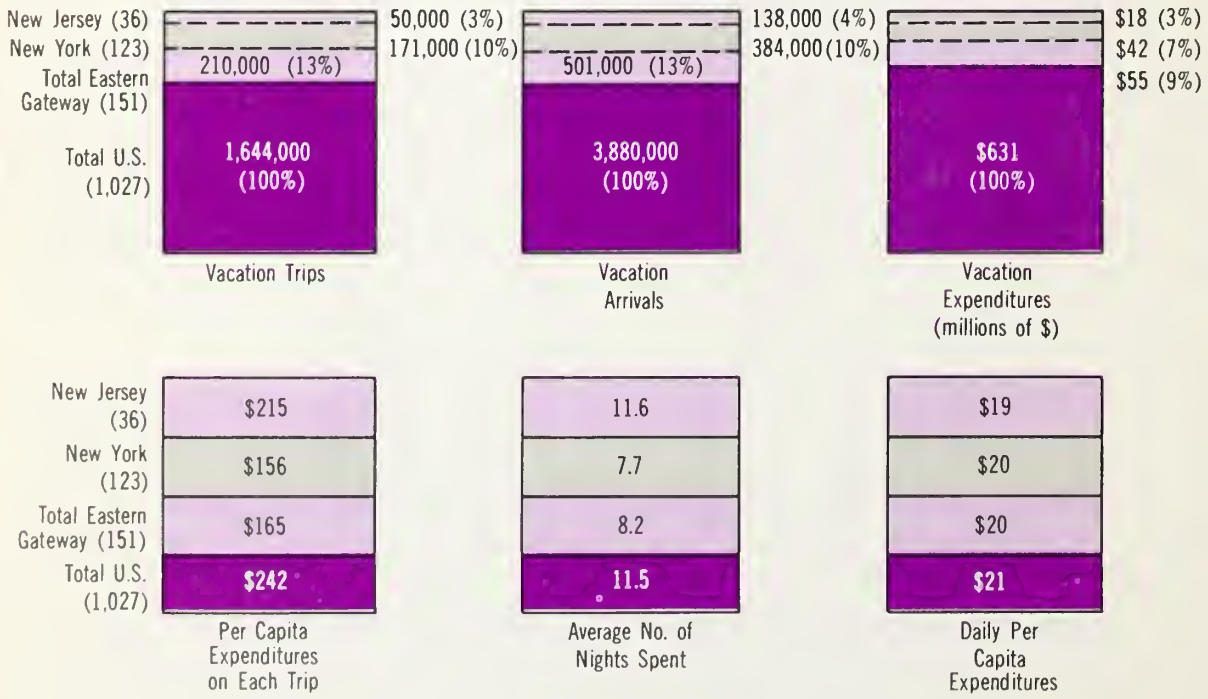
This section presents a brief analysis of the following demographic characteristics of 1974 Canadian vacation travelers to the Eastern Gateway: destination; urban/rural residence; residence by province; language; size of city of residence; residence of auto/air visitors; type of dwelling occupied/ownership; sex; age; marital status; education; occupation of head of household; family income; and family composition.

Destination

The Eastern Gateway received 13% of the Canadian vacationers who traveled to the U.S. in 1974. With respect to Canadian vacation trips to

Chart 2

CHARACTERISTICS OF CANADIAN VACATION TRIPS TO THE EASTERN GATEWAY (1974 Expenditures in U.S. Only)



multiple destinations, Canadian vacationers whose primary destination was the Eastern Gateway generally visited other areas in the U.S. on their trip to the Eastern Gateway. For example, about 11% of the Canadian visitors whose final destination was the Eastern Gateway also visited New England. Another 10% visited George Washington Country.

Urban/Rural Residence

During 1974, 87% of the Canadian vacation visitors to the **U.S.** and **U.S. Mainland** came from urban areas, a somewhat larger proportion than the 84% urban distribution recorded in 1973 among Canadian vacationers to the U.S. Mainland.

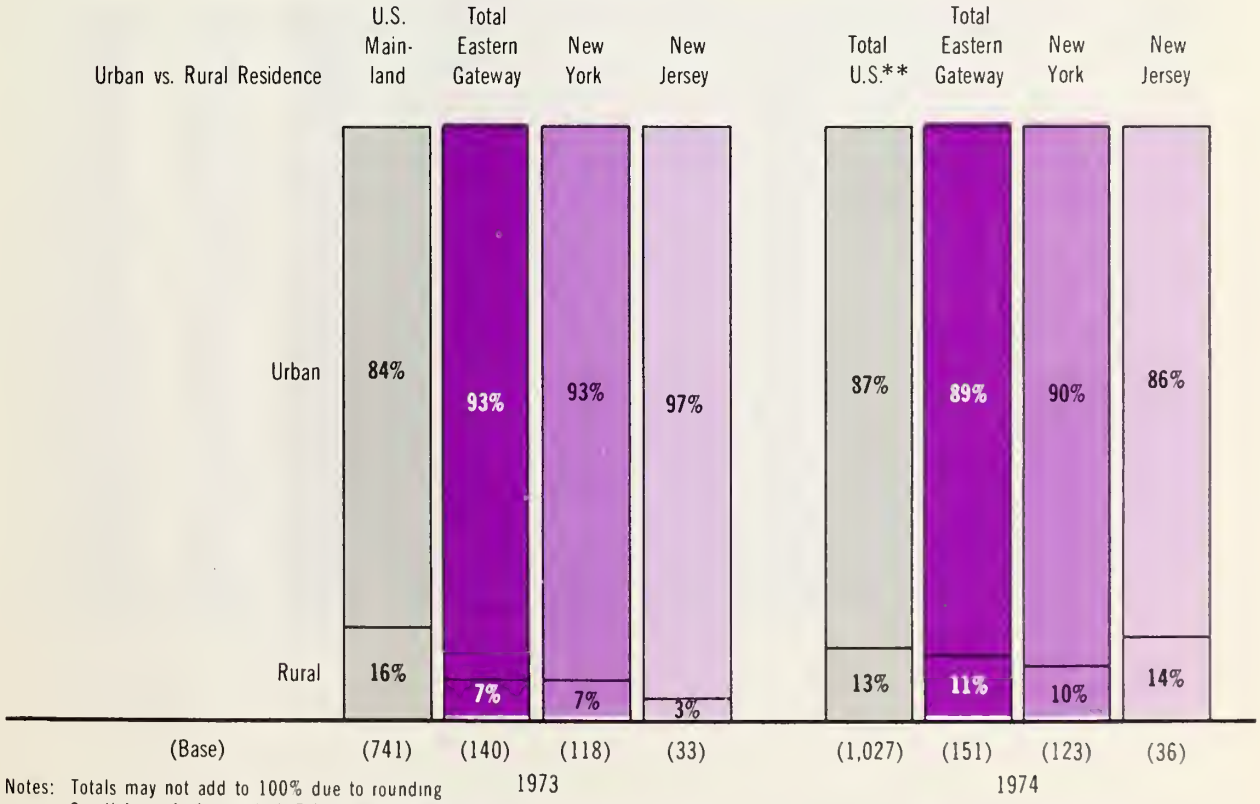
An even greater proportion of the Canadian travelers who visited the **Eastern Gateway** in 1974 were residents of urban areas–89%. This share of urban dwellers, however, was down significantly from the previous year, when 93% of the Canadian vacationers visiting the Eastern Gateway resided in urban areas.

The proportions of urban residents also decreased among visitors to **New York** state and **New Jersey**–from 93% and 97%, respectively in 1973, to 90% and 86%, respectively in 1974. It is significant to note that while only 3% of the Canadian vacation visitors to New Jersey in 1973 were from rural areas, this proportion rose to 14% in 1974.

It might also be interesting to note that a slightly larger share of Canadian farm residents visited the Eastern Gateway during 1974 than did in 1973, up from 1% in 1973 to 5% in 1974.

Chart 3

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY URBAN/RURAL RESIDENCE



Notes: Totals may not add to 100% due to rounding
See Volume 1, Appendix II-F for more detailed breakdown
* Less than ½ of 1%
* * Includes U.S. Islands

Residence by Province

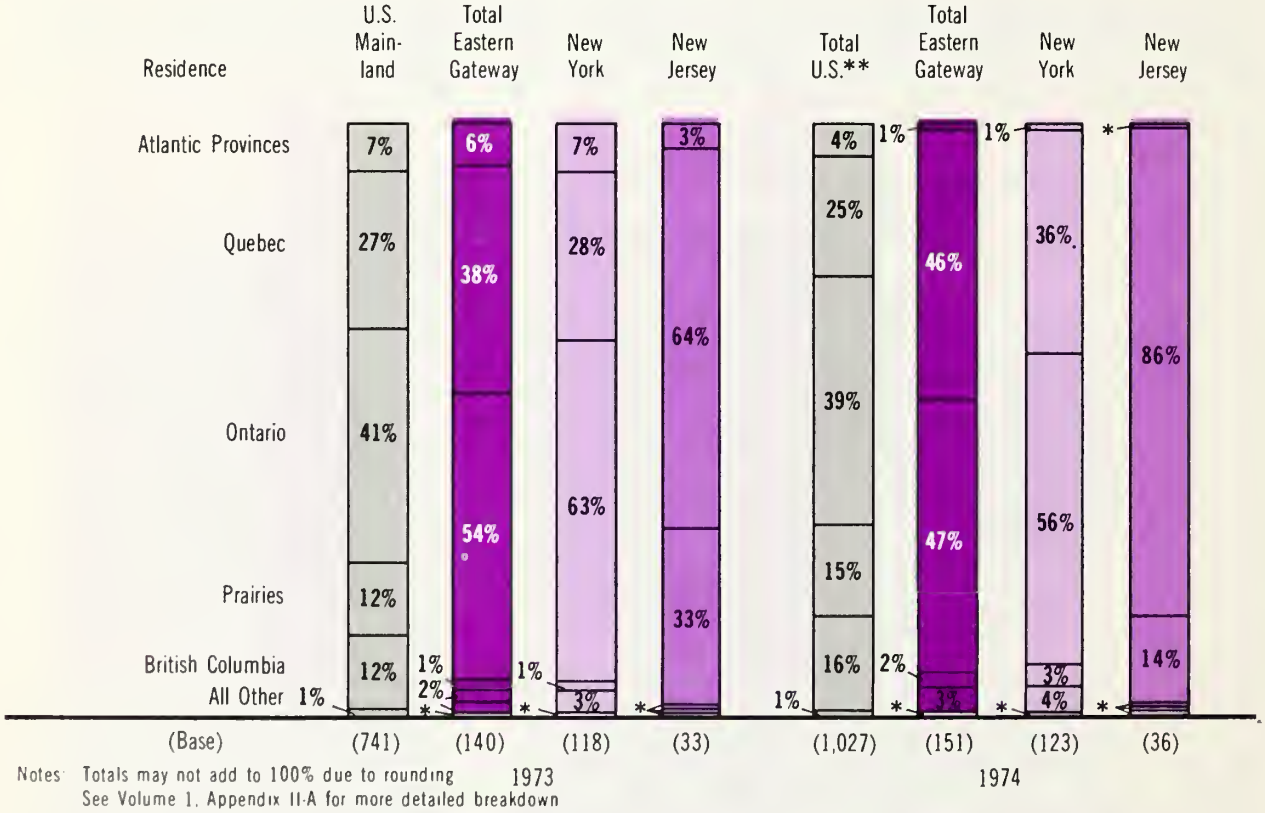
In 1974, Ontario was the residence of 39% of Canadians vacationing in the U.S. while Quebec ranked second, generating 25% of the total vacation arrivals. Together, therefore, these two provinces accounted for 64% of all Canadians vacationing in the U.S.

The importance of these two Canadian provinces–Ontario and Quebec–becomes more pronounced when analyzing Canadian vacation travel to the **Eastern Gateway**. In 1974, Ontario was the origin for 47% of the visitors to the Eastern Gateway (although this share was down significantly from the 54% recorded in 1973), while Quebec was the residence of an almost identical proportion–46% (representing an 8 percentage point increase over 1973).

Ontario and Quebec were also the only two significant Canadian provinces of origin in generating travel to **New York** and **New Jersey**, accounting for 92% and 100%, respectively, of Canadian visitors to these states. Specifically, Quebec was the dominant generator of Canadian tourists to New Jersey in 1974 supplying 86% of the Canadian visitors to that State, while Ontario was the dominant generator of Canadian tourists to New York, supplying 56% of this state's Canadian visitors in 1974.

Chart 4

CANADIAN VACATION TRIPS TO THE EASTERN GATEWAY IN 1974 BY RESIDENCE



Notes: Totals may not add to 100% due to rounding
See Volume 1, Appendix II-A for more detailed breakdown
* Less than ½ of 1%
** Includes U.S. Islands

Language

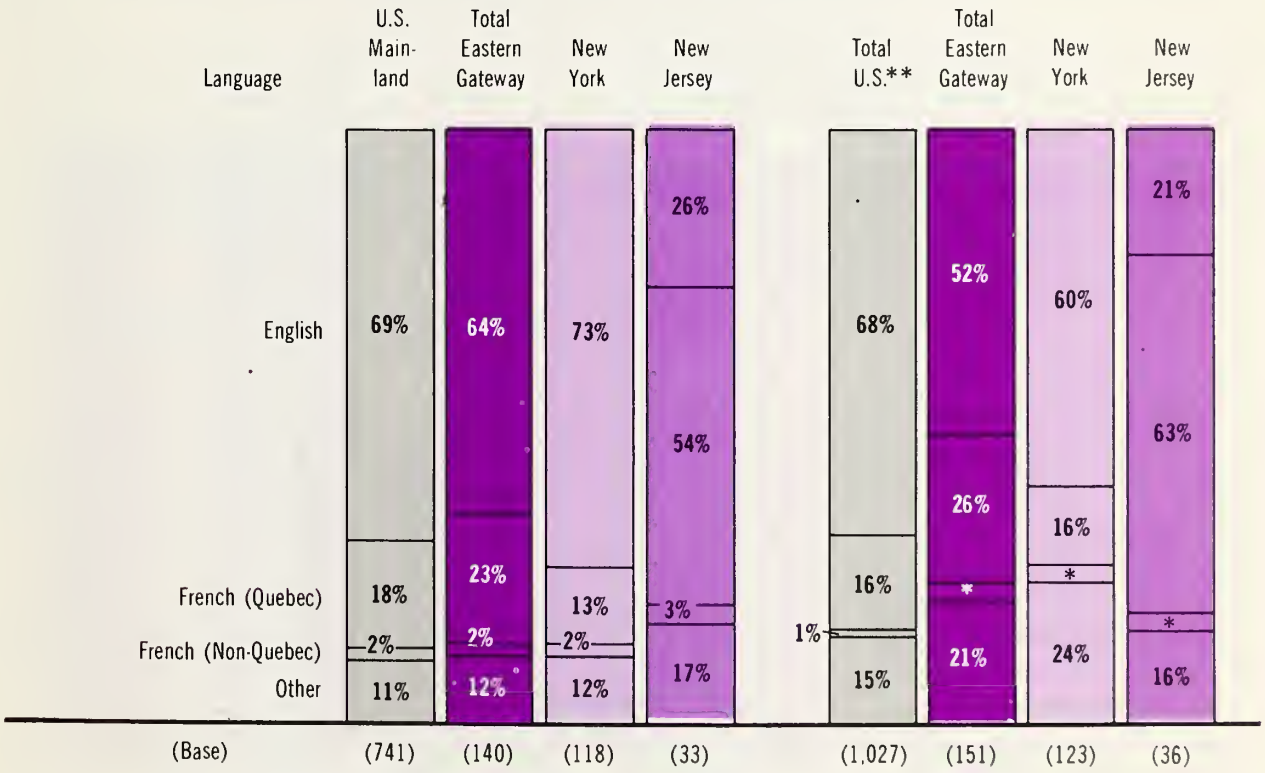
While English was the language spoken by the majority (68%) of the Canadian vacation travelers to the U.S. in 1974, 16% spoke French (Quebec).

A somewhat smaller proportion of Canadian visitors to the Eastern Gateway in 1974 spoke English (52%) than did during the previous year (64%) and than the nation as a whole. The share of French (Quebec)–speaking vacation travelers increased slightly from 1973–from 23% to 26%, and higher than the national average reflecting the increase in visitors to the Eastern Gateway from Quebec.

English was the predominant language spoken among Canadian visitors to New York during 1974, (60%) reflecting the dominance of visitors from Ontario (56%). On the other hand, more Canadian visitors to New Jersey spoke French (63%), reflecting the Quebec origin of the majority of Canadians visiting New Jersey (86%).

Chart 5

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY LANGUAGE



Note Totals may not add to 100% due to rounding

* Less than ½ of 1%

* * Includes U.S. Islands

Size of City of Residence

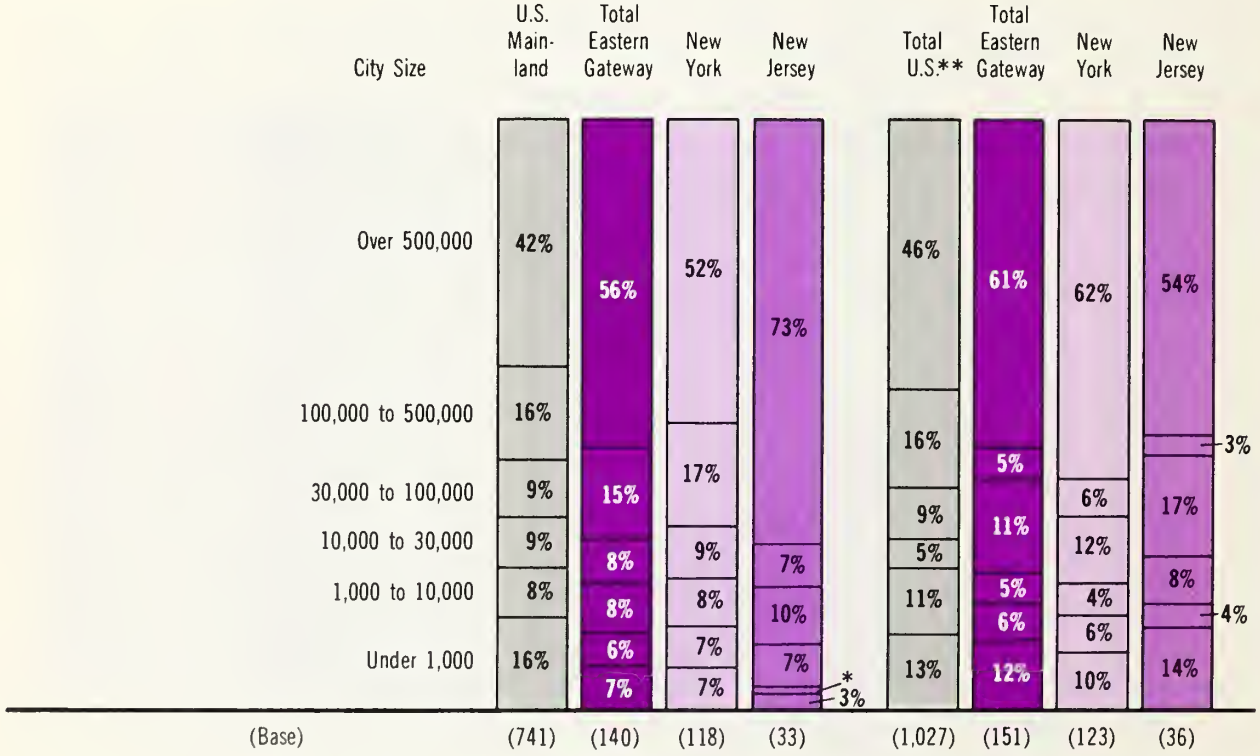
In 1974, 46% of the Canadian vacation travelers to the U.S. were residents of cities with populations of 500,000 or more, while 24% lived in cities with populations of 10,000 or less.

Cities of 500,000 or more in population size were also the source of the majority (61%) of Canadians vacationing in the Eastern Gateway region in 1974 (up noteably from the 56% recorded in 1973). The proportion of visitors residing in cities with populations of 100,000 to 500,000 was down, however, from 1973—from 15% in 1973 to only 5% in 1974.

Canadians who traveled to New York or New Jersey also generally came from higher populated cities. In 1974, 62% of the Canadians vacationing in New York lived in cities with populations of over 500,000, up significantly from the 52% noted during the previous year. On the other hand, visitors to New Jersey residing in this city group markedly declined—from 73% in 1973 to 54% in 1974, perhaps reflecting the significant increase in travelers from Quebec and the corresponding decrease in travelers from Ontario (the most densely populated province of Canada).

Chart 6

CANADIAN VACATION TRIPS TO THE EASTERN GATEWAY IN 1974 BY SIZE OF CITY OF RESIDENCE



Note Totals may not add to 100% due to rounding

* Less than ½ of 1%

* * Includes U.S. Islands

Residence of Auto/Air Visitors

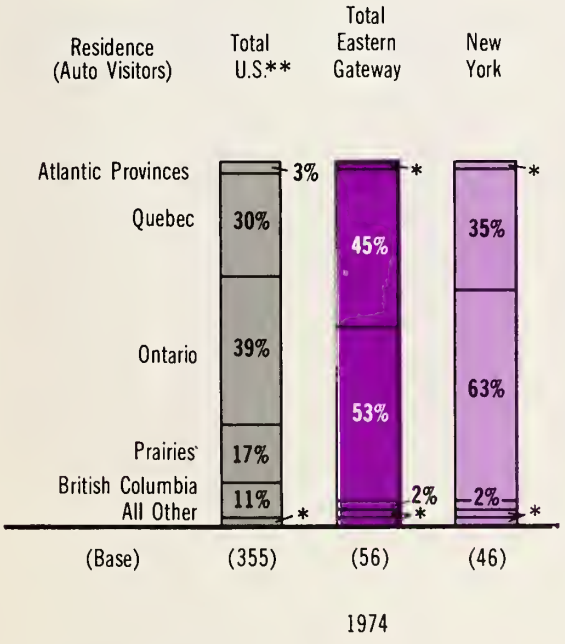
During 1974, 39% of the Canadian auto visitors to the U.S. resided in Ontario, 30% were from Quebec, 17% from the Prairie Provinces, and 3% from the Atlantic Provinces.

The distribution of residences of Canadian auto visitors to the Eastern Gateway during 1974, however, was even more concentrated in the Quebec and Ontario regions of Canada. Fifty-three percent of the Canadians vacationing by auto to the Eastern Gateway were from Ontario, while another 45% were residents of Quebec.

Canadian auto travel to New York in 1974 was also almost entirely dominated by visitors from Quebec and Ontario. These two provinces accounted for 35% and 63%, respectively, of the auto visitors to this state, while the Prairie Provinces accounted for the remainder with 2%.

Chart 7

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY RESIDENCE OF AUTO VISITORS



Notes: See Volume 1, Appendix II-Q for more detailed breakdown
* Less than ½ of 1%
* * Includes U.S. Islands

While a specific analysis of the residences of Canadian air travelers to the Eastern Gateway cannot be made due to extremely small sample sizes, it appears that the 20% of the Canadians traveling to the Eastern Gateway by air in 1974 resided chiefly in Ontario.

Type of Dwelling Occupied/Ownership

Canadian vacation travelers to the U.S. during 1974 were predominantly home-owners (62%), occupying single or semi-detached-type homes (65%).

This trend was somewhat different among Canadian travelers to the Eastern Gateway. In 1974, 51% of the Canadians visiting the Eastern Gateway owned their own homes (compared to 58% in 1973). The basic type of residence occupied, a single or semi-detached structure, also declined in importance—from 58% in 1973 to 52% in 1974.

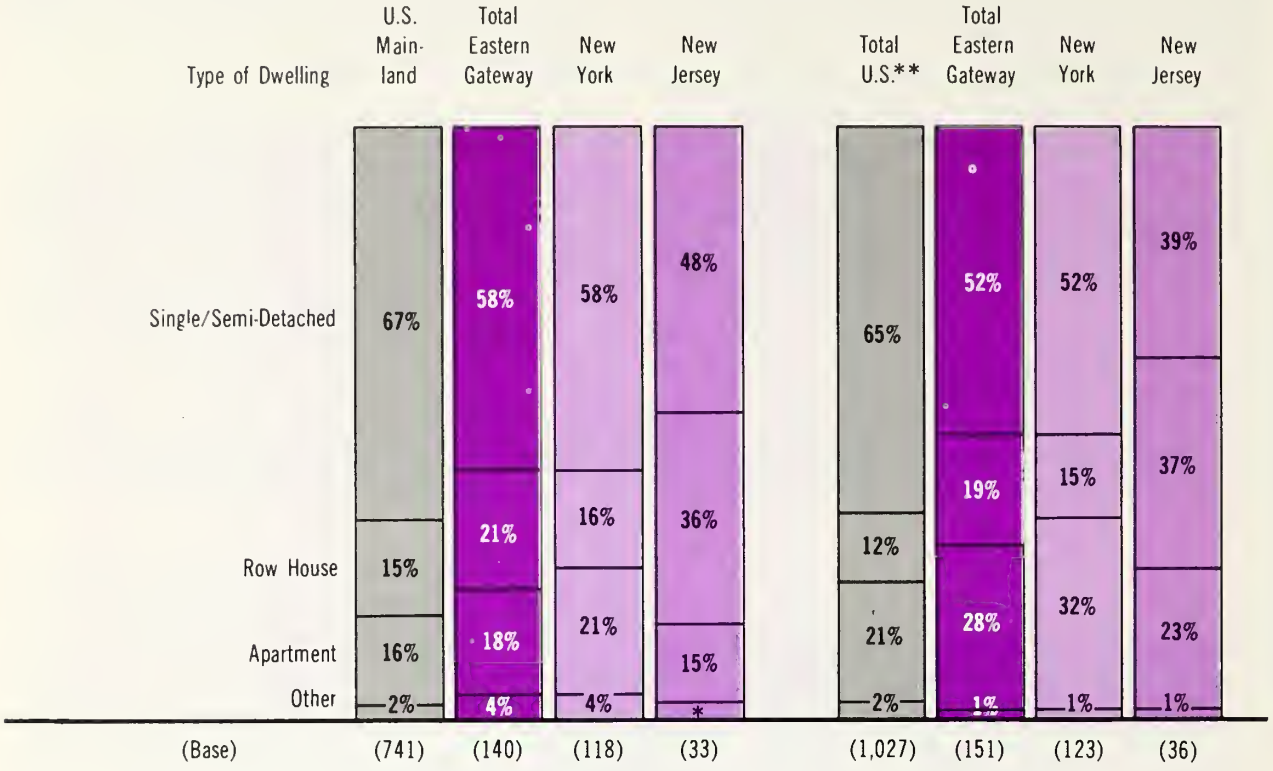
These significant shifts from home-ownership of the single/semi-detached-type dwellings was reflected in the increases recorded in the proportions of apartment dwellers and rent-paying tenants. Among Canadian visitors to the Eastern Gateway, the share of apartment dwellers rose markedly from 18% in 1973 to 28% in 1974, and the proportion of tenants (vs. owners) rose from 41% to 47%.

Canadian vacation visitors to New York and New Jersey also reflected this same trend in shifting residential characteristics. From 1973 to 1974, the proportion of home-owners visiting New York declined (from 57% to 50%), as was the case among visitors to New Jersey (from 53% to 45%). The share of rent-paying tenants simultaneously increased—to 47% for New York visitors (from 42% during the previous year) and to 53% for New Jersey visitors (from 47% in 1973).

Similarily, the proportion of New York visitors who lived in single, semi-detached type dwellings declined from 58% in 1973 to 52% in 1974; and for New Jersey vacation travelers, the share had declined from 48% to 39%. At the same time, the proportion of apartment dwellers visiting these two states were on the increase: for New York, up from 21% for 1973 to 32% in 1974; and for New Jersey, up from 15% in 1973 to 23% in 1974.

Chart 8

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY TYPE OF DWELLING OCCUPIED



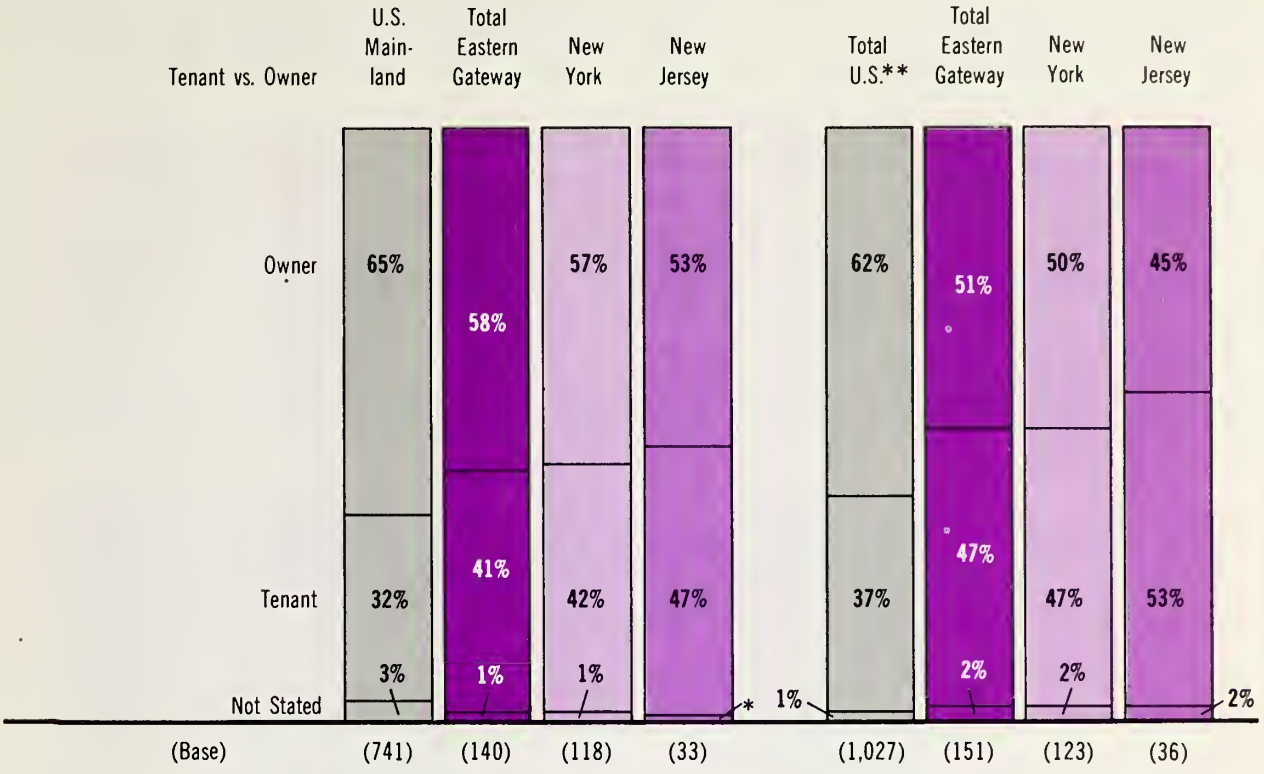
Note: Totals may not add to 100% due to rounding

* Less than ½ of 1%

* * Includes U.S. Islands

Chart 9

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY DWELLING OWNERSHIP



Note: Totals may not add to 100% due to rounding

* Less than ½ of 1%

* * Includes U.S. Islands

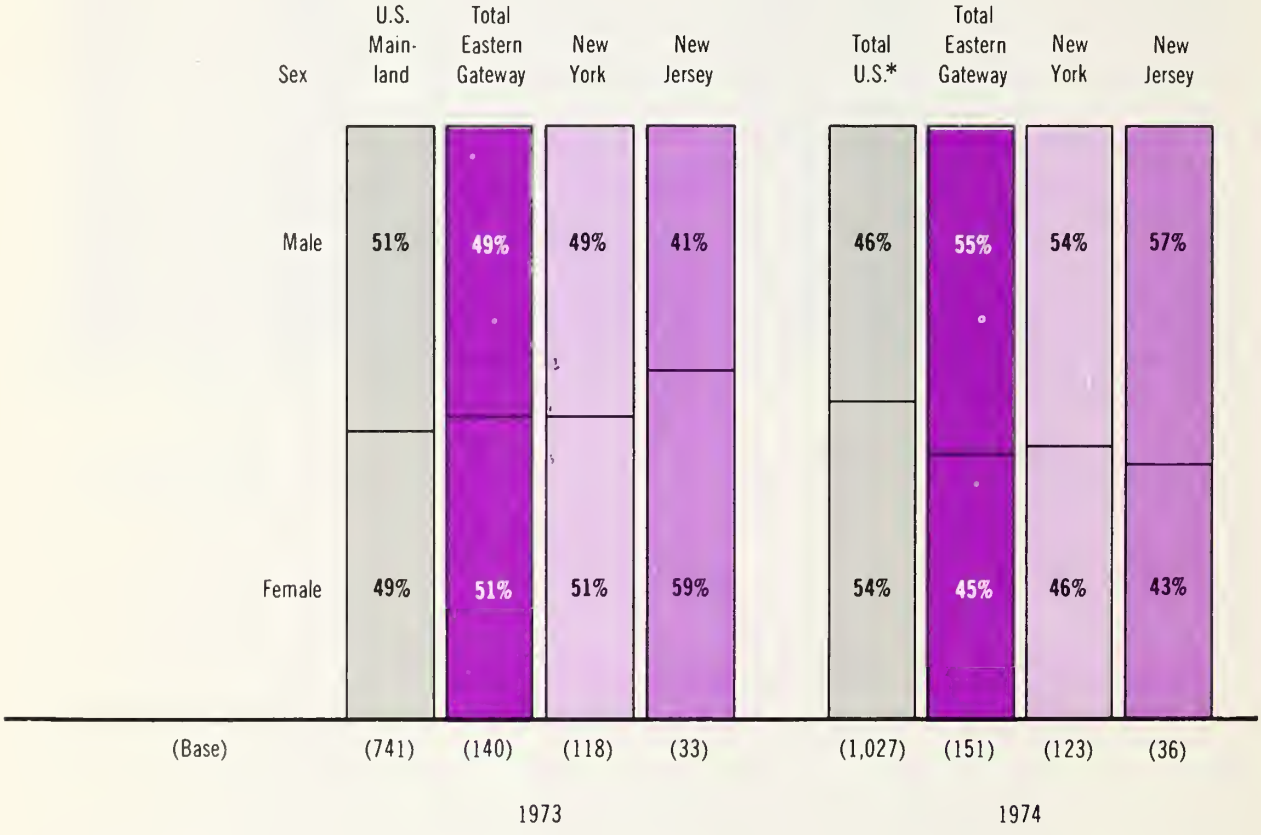
Sex

The majority (55%) of Canadians vacationing in the Eastern Gateway region in 1974 were male, a reversal from the proportions in 1973 when the majority were female (51%).

This trend of a greater ratio of male to female travelers for the region was dissimiliar to the nation as a whole where there was a rising trend in Canadian females traveling to the U.S. (up from 49% in 1973 to 54% in 1974).

Chart 10

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY SEX



* Includes U.S. Islands

Age

During 1974, approximately the same proportion of young Canadians visited the U.S. as did older travelers: 30% were 18-29 years of age, and 31% were 50 or over.

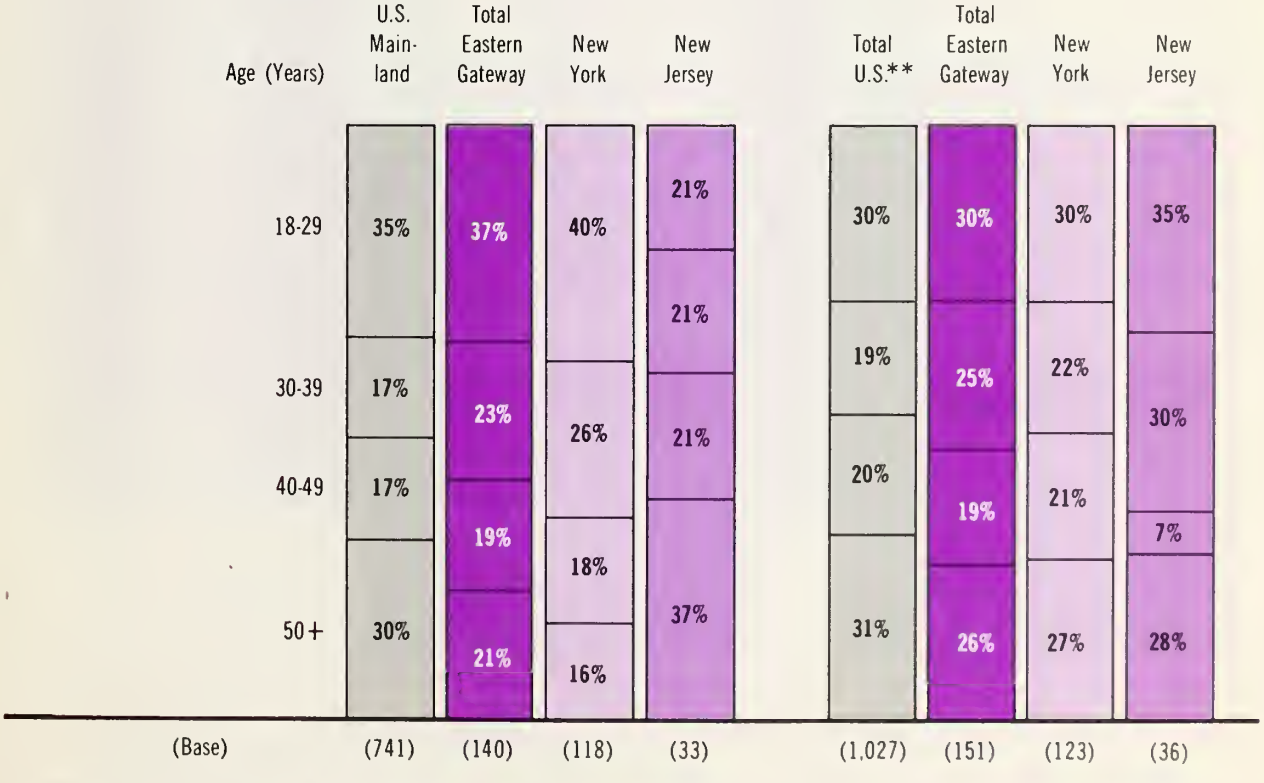
When considering vacation travel to the Eastern Gateway, however, it can be seen that Canadian visitors to this region were slightly younger than in the national group. Fifty-five percent were under 40 years of age, and 45% were 40 or over (only 26% were 50 or over). When comparing the previous year age distribution, however, it appears that, overall, travelers visiting the Eastern Gateway in 1974 were somewhat older than was the case during 1973, as the 18-29 age group decreased from 37% to 30% and the 50 and over age group increased from 21% to 26%.

The age distribution of Canadian visitors to New York in 1974 was approximately the same as that recorded for travel to the Eastern Gateway. However, travelers to this state in 1974 reflected an older group than in the previous year; those in the 18-29 age group declined from 40% in 1973 to 30% in 1974, while those in the 50 and over group increased from 16% to 27%. The middle-aged group (30-49) remained relatively stable.

New Jersey visitors constituted the youngest group, with 65% belonging to the under-40 segment (up significantly from 42% in 1973). The largest decline occurred in the 40-49 age group—down from 21% in 1973 to 7% in 1974.

Chart 11

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY AGE



Note: Totals may not add to 100% due to rounding

* Less than ½ of 1%

* * Includes U.S. Islands

Marital Status

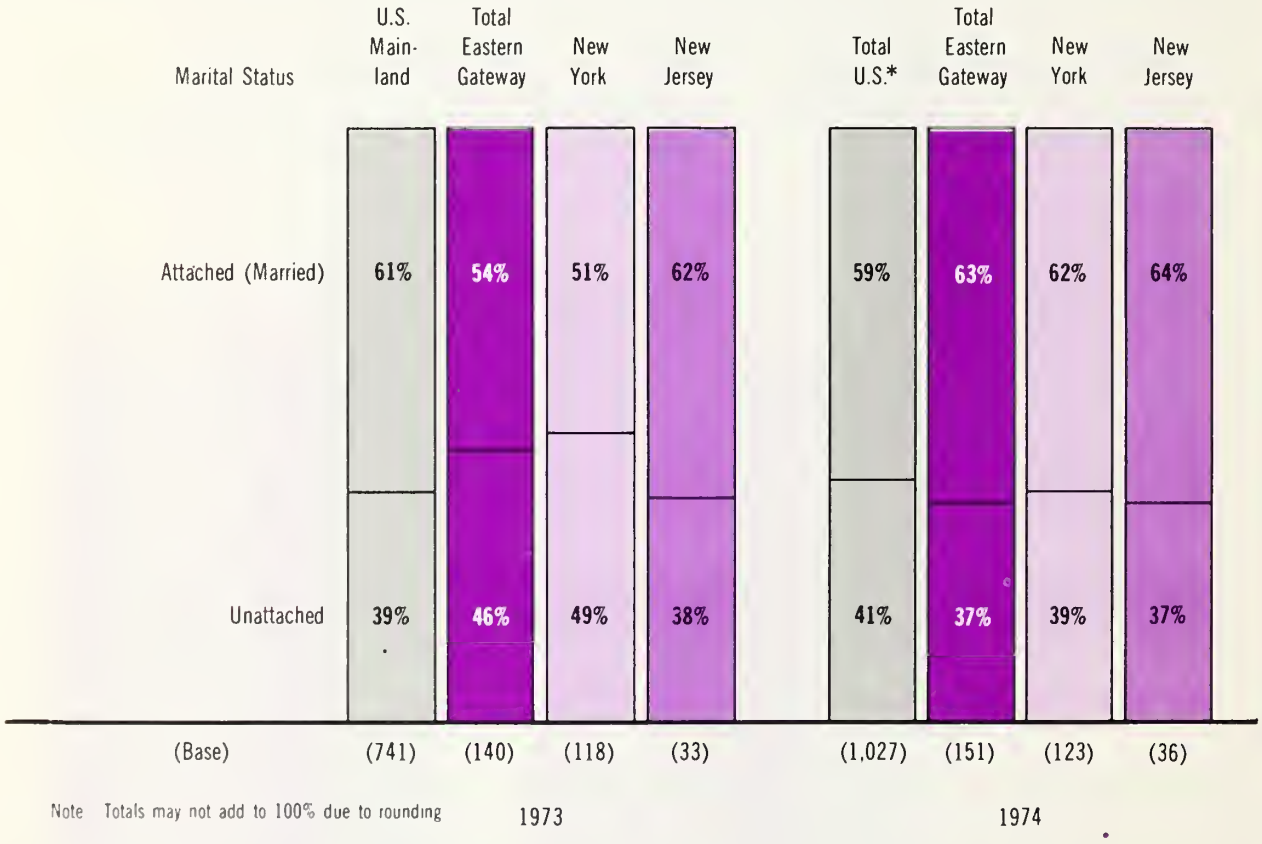
In 1974, 59% of the Canadian vacation travelers to the U.S. were attached (married), and 41% were unattached.

A slightly higher proportion of the Canadian visitors to the Eastern Gateway in 1974 were married (63%) than among travelers to the entire U.S. This share of married visitors to this region was also considerably higher than during 1973, when 54% were attached.

The proportions of attached travelers to New York and New Jersey during 1974 were similar to that of the total Eastern Gateway region. Sixty-two percent of the visitors to New York were married (compared to 51% in 1973) and 39% were unattached. Among vacation travelers to New Jersey in 1974, 64% were married, approximately the same proportion as reported in 1973.

Chart 12

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY MARITAL STATUS



Note Totals may not add to 100% due to rounding

* Includes U.S. Islands

Education

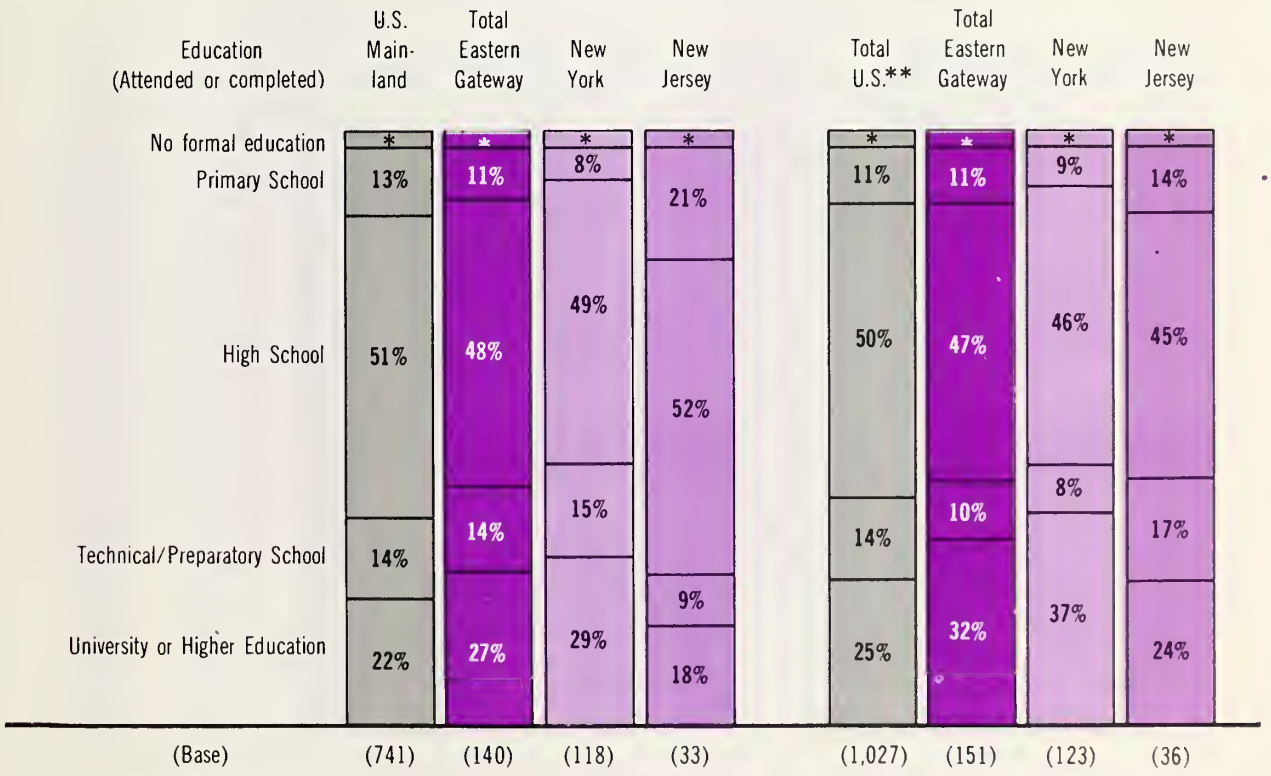
Half of the Canadian vacation travelers to the U.S. in 1974 had attended or completed high school and 25% had attended or completed a university-or-higher level education.

Canadian visitors to the Eastern Gateway in 1974 were slightly more educated than those travelers to the entire U.S. While the proportion of travelers to the Eastern Gateway with a mid-level (high school) education was somewhat lower than that for travelers to the total U.S. (47% compared to 50%), the share of visitors to the Eastern Gateway having attended or completed a university-or-higher level education was larger—32% compared to 25%. The proportion of visitors to the Eastern Gateway within this latter category increased from 1973, when 27% belonged to this educational group.

The educational breakdowns among travelers to New York and New Jersey during 1974 were similar to the classification applicable to the total Eastern Gateway region, particularly in the high school education groupings. The share of visitors with a university-or-higher level education, however, varied somewhat between New York and New Jersey: 37% were within this category among visitors to New York (up from 29% in 1973), while a somewhat lower proportion, 24%, belonged to this group among visitors to New Jersey (up from 18% in 1973).

Chart 13

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY EDUCATION



Notes: Totals may not add to 100% due to rounding
See Volume 1, Appendix II-M for more detailed breakdown

* Less than ½ of 1%

* * Includes U.S. Islands

Occupation of Head of Household

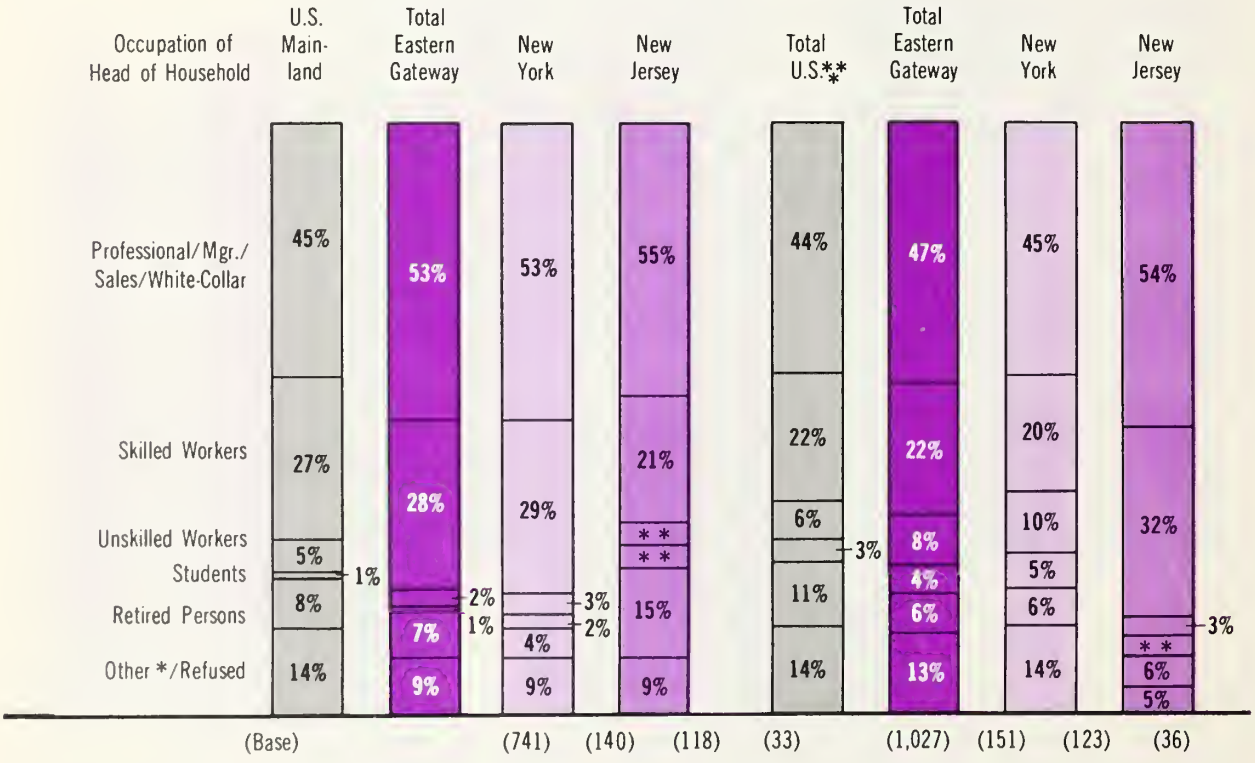
In 1974, professional/sales/white-collar fields accounted for 44% of the occupations of household heads of Canadian vacation travelers to the U.S. An additional 22% were employed as skilled workers.

This occupational distribution was similar among visitors to the Eastern Gateway during 1974–47% were occupied in professional/sales/white-collar positions and 22% were skilled workers. These proportions were down significantly from 1973, when, of the visitors to the Eastern Gateway, 53% belonged to the professional/sales/white-collar fields and 28% were of the skilled worker group. Parenthetically, the share of unskilled workers increased–from only 2% in 1973 to 8% in 1974.

The occupations of household heads of travelers to **New York** and **New Jersey** were also concentrated in the top career fields–professional/sales/white-collar positions (45% for New York visitors and 54% for New Jersey travelers). Skilled workers accounted for 20% of the visitors to New York and 32% of the visitors to New Jersey. The proportion of unskilled workers among travelers to New York increased significantly from the previous year–up from 3% to 10%. In addition, the share of retired persons who were household heads of visitors to New Jersey was down noticeably–from 15% in 1973 to 6% in 1974.

Chart 14

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY OCCUPATION OF HEAD OF HOUSEHOLD



Note Totals may not add to 100% due to rounding
* Primarily includes housewives and farmers
** Less than ½ of 1%
*** Includes U.S. Islands

Family Income

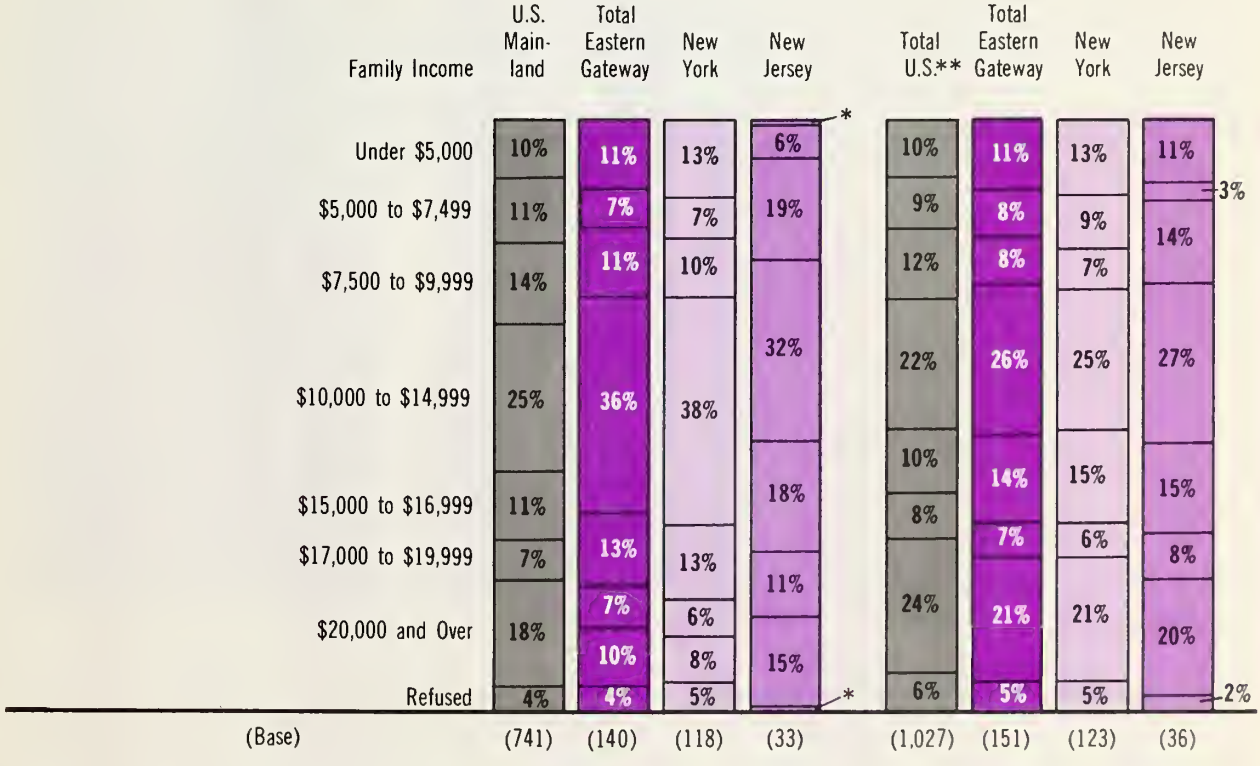
Based on family income, the two predominant income groupings among Canadian vacation travelers to the **U.S.** in 1974 were the $10,000 to $20,000 group (40%) and the $20,000-and-over group (24%).

These two income groupings similarly dominated among Canadian vacation travelers to the **Eastern Gateway**. Forty-seven per cent of the visitors to this region had family incomes ranging between $10,000 to $20,000 and 21% had family incomes of $20,000 or more. From 1973 to 1974, there was a substantial increase in the number of wealthier families ($20,000 or more) visiting the Eastern Gateway Region—up from 10% to 21%.

The proportion of visitors with family incomes in the highest income category ($20,000 or more) also increased from 1973 to 1974 among travelers to **New York** and **New Jersey**. Among New York visitors, the share having family incomes of $20,000 or more increased significantly from 8% in 1973 to 21% in 1974. Similary, among New Jersey visitors, the share with family incomes of $20,000 or more rose from 15% to 20%.

Chart 15

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY FAMILY INCOME



Note: Totals may not add to 100% due to rounding

* Less than ½ of 1%

* * Includes U.S. Islands

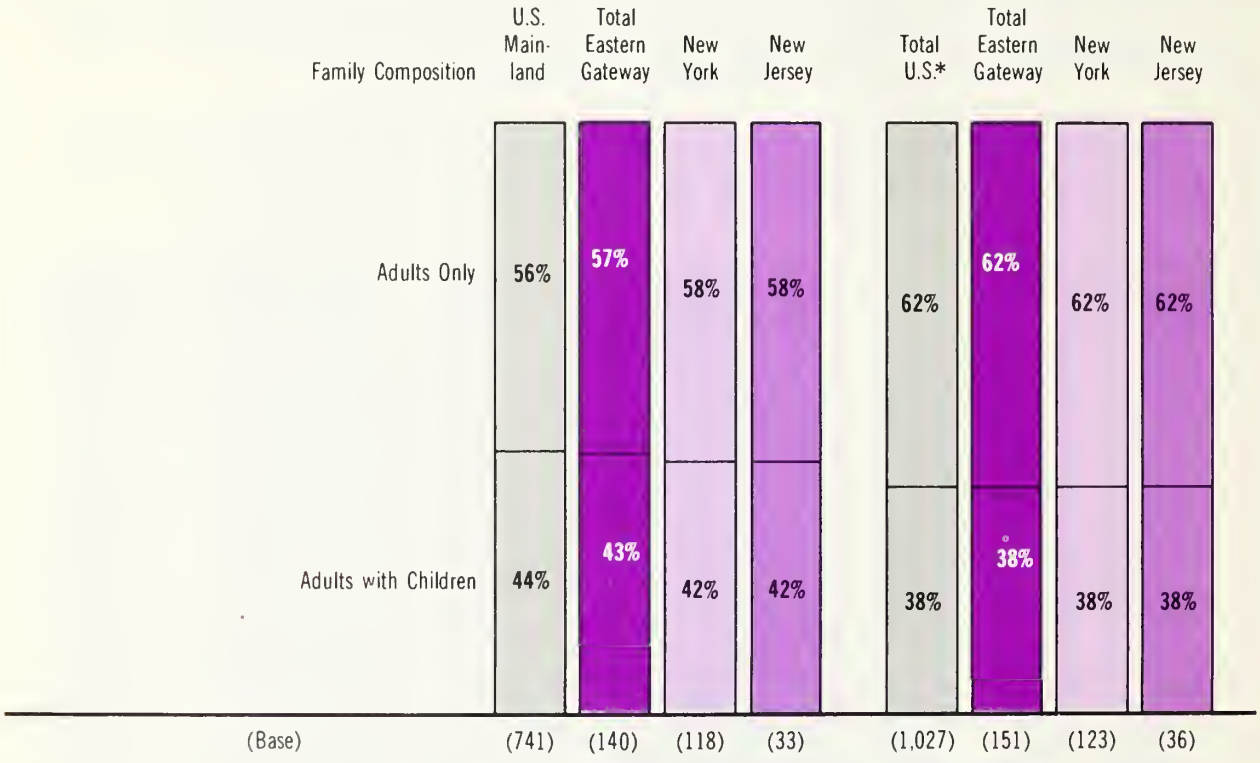
Family Composition

In 1974, Canadian families comprised of only adult members constituted the largest proportion of travelers to the Eastern Gateway region (62%), as well as to the entire U.S. (62%). Between 1973 and 1974 there was an increase in the proportion of "adults-only" families, vacationing in both the Eastern Gateway Region and the U.S. as a whole (up from 57% and 56% respectively).

Consistent with the national trend, families with children between the ages of 5 and 14 comprised the second largest group (22%) of travelers to the Eastern Gateway Region. This share, however, represented a slight decline from the 27% recorded in 1973 for this region.

Chart 16

CANADIAN VACATION TRAVELERS TO THE EASTERN GATEWAY IN 1974 BY FAMILY COMPOSITION



Notes: Totals may not add to 100% due to rounding
See Volume 1, Appendix II-Q for more detailed breakdown
* Includes U S Islands

C. Trip Characteristics

Presented in this section are analyses of the following characteristics of 1974 Canadian vacation trips to the Eastern Gateway: purpose of trip; total adults in party; main mode of transport; seasonality; and length of trip.

Purpose of Trip

During 1974, the most popular reasons for Canadian vacation travel to the U.S. were to spend time at a vacation spot (37%), to sightsee (36%) and to visit friends and relatives (33%).

While these travel motives were also the most popular reasons for Canadian vacation travel to the Eastern Gateway, there was a greater emphasis on spending time at a vacation spot (39%) and visiting friends and relatives (38%), and less emphasis on sightseeing (28%).

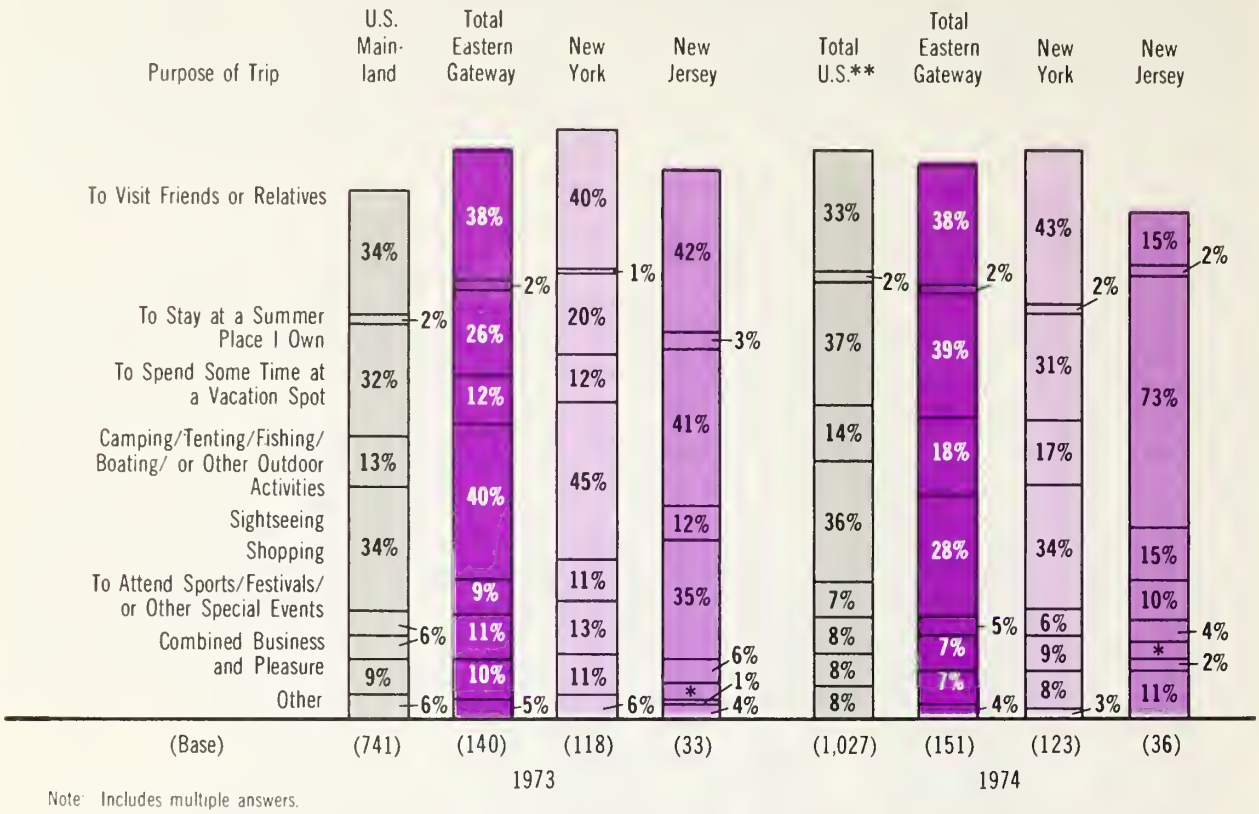
From 1973 to 1974, there was a significant increase in travel to the Eastern Gateway for the purpose of spending time at a vacation spot and a significant decrease in sightseeing. Travel to the Eastern Gateway for camping/tenting/ boating or other outdoor activities became more popular in 1974 while shopping, attending sporting events/ festivals, and combined business and pleasure activities decreased in popularity.

During 1974, Canadian travel to New York was also primarily for the purposes of visiting friends and relatives (43%, up slightly from 40% recorded in 1973), sightseeing (34%, down significantly from the 45% in 1973), and spending some time at a vacation spot (31%, up 11 percentage points from 1973).

When considering motives of Canadian vacation travel to New Jersey during 1974, one purpose alone dominated—to spend time at a vacation spot—accounting for 73% of the travel to this state. This proportion was a marked shift from the previous year when travel to New Jersey was almost evenly distributed among the three most common travel motives, visiting friends and relatives, spending some time at a vacation spot, and sightseeing. It is also interesting to note that during both 1973 and 1974, travel to this state for combined business and pleasure accounted for a very small proportion of visitors from Canada. (1% and 2% respectively)

Chart 17

CANADIAN VACATION TRIPS TO THE EASTERN GATEWAY IN 1974 BY PURPOSE OF TRIP



Note: Includes multiple answers.
* Less than ½ of 1%
* * Includes U.S. Islands

Total Adults in Party

During 1974, the average number of adults in each Canadian vacation party traveling to the **Eastern Gateway** was 2.38, almost identical to the average for the **U.S.**—2.36 adults. This 2.38 adults per travel party represents a somewhat smaller travel group than visited the Eastern Gateway during 1973 (2.49 adults).

While the average number of adults per traveling party visiting **New York** (2.24 adults) in 1974 was lower than the national average, the average was higher for travel to **New Jersey** (2.75 adults).

Main Mode of Transport

In 1974, almost half (48%) of the Canadian vacation travelers to the **U.S.** came by auto, and an additional 39% came by air transportation.

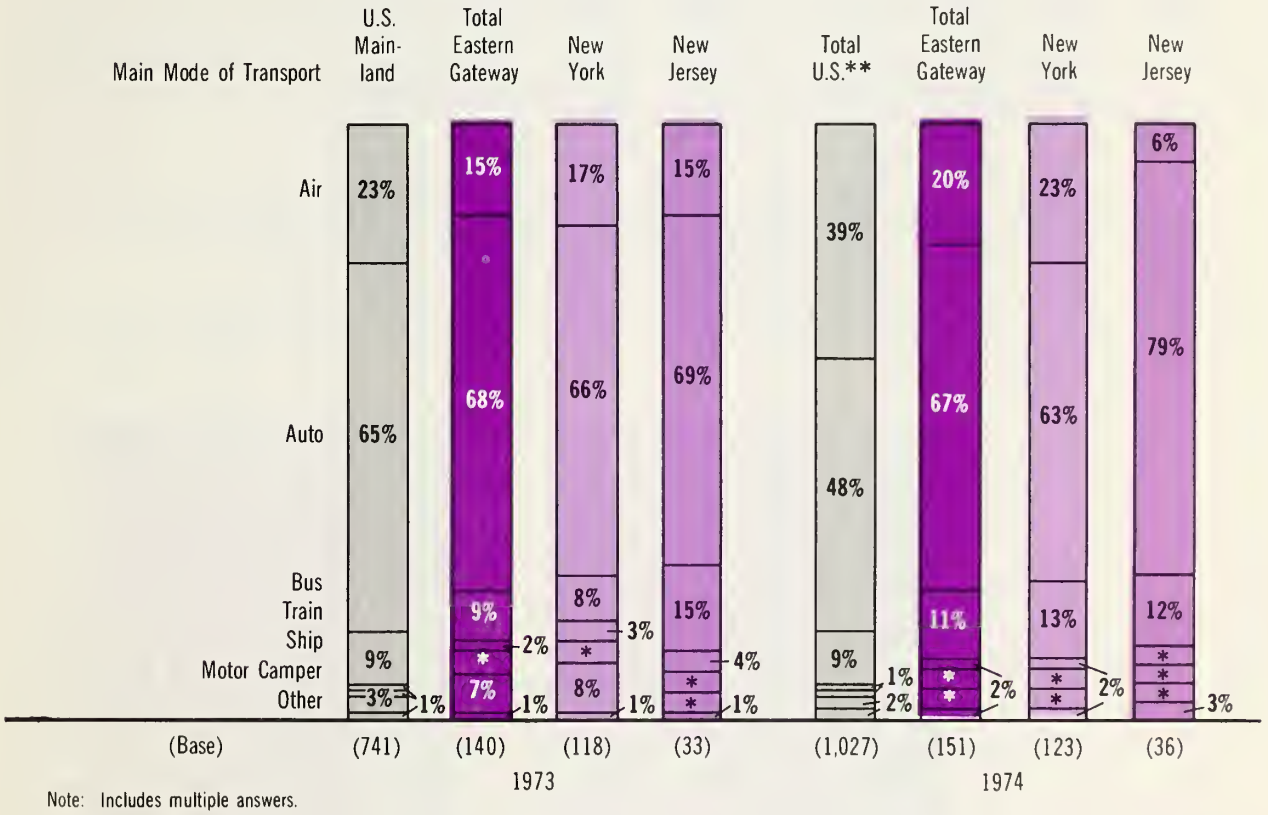
As might be expected, due to the relative proximity of the **Eastern Gateway** to Canada, two-thirds (67%) of the Canadian visitors to this region used the automobile as their main mode of transportation during 1974. In addition, 20% came by air (up from only 15% in 1973), and 11% by bus. Apparently the 1974 energy crisis had no direct effect on the use of auto transportation to this region, since the proportion of Canadians using this travel mode remained relatively unchanged from 1973. The use of motor

campers for travel to the Eastern Gateway was seriously affected, however, with the proportion using this mode of transportation falling from 7% in 1973 to less than one-half of one percent in 1974.

Auto travel was also the main mode of transportation Canadians used in visiting **New York** (63%) and **New Jersey** (79%). Air travel used by 23% of the Canadian visitors to New York in 1974, increased from the 17% recorded in 1973 for this state. A significant drop in air travel to New Jersey was noted, however—from 15% in 1973 to only 6% in 1974. As with travel to the entire Eastern Gateway, vacation travel to New York by motor camper diminished almost entirely.

Chart 18

CANADIAN VACATION TRIPS TO THE EASTERN GATEWAY IN 1974 BY MAIN MODE OF TRANSPORT



Note: Includes multiple answers.

* Less than ½ of 1%

* * Includes U.S. Islands

Seasonality

During 1974, Canadian vacation travel to the U.S. was most prevalent during the third quarter, accounting for 43% of the trips. The remaining 57% of the Canadian vacation trips were relatively evenly distributed between the first quarter (20%), the second quarter (18%), and the fourth quarter (19%).

Third quarter vacation travel was even more pronounced among Canadian trips to the Eastern Gateway during 1974. Six-in-ten (60%) of the trips taken to this region occurred during the third quarter, most likely due to the relative closeness of the Eastern Gateway to the Canadian border and the dominance of Canadian auto vacation travel during the summer months.

Travel to the Eastern Gateway during the first quarter (5%)—the winter season for this area—was almost insignificant during 1974, even more so than in 1973, when 10% of the vacation trips to the Eastern Gateway occurred during the first three months of the year.

When viewing Canadian vacation travel to the Eastern Gateway during 1974 on an individual-month basis, July and August are seen as the two most popular months for travel to this region, accounting for 26% and 21%, respectively. January, February, and April were the least-traveled months, each accounting for only 1% of the 1974 trips to the Eastern Gateway.

Third quarter vacation popularity also applied to Canadian trips to New York and New Jersey in 1974. For travel to New Jersey, this was especially true; 87% of the Canadian vacation trips to this state took place during the third quarter. Conversely, travel to New Jersey during the first quarter of 1974 was almost nonexistent.

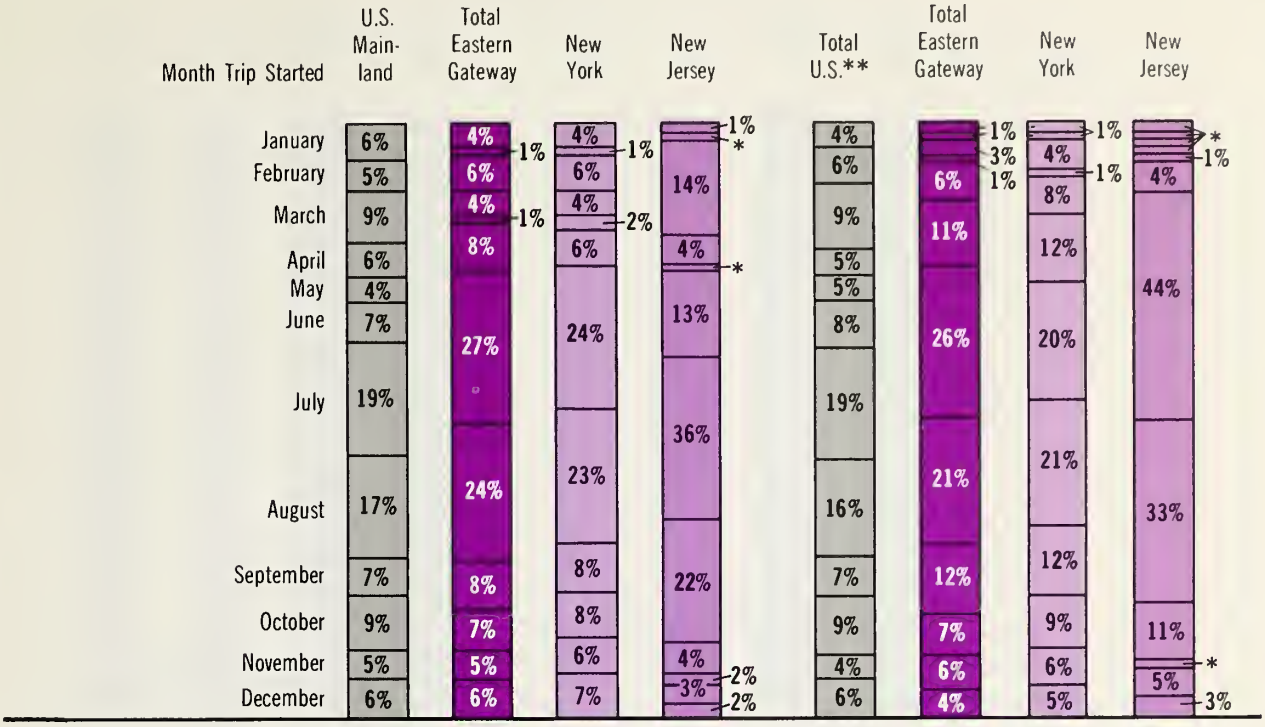
Chart 19

CANADIAN VACATION TRIPS TO THE EASTERN GATEWAY IN 1974 BY SEASONALITY (Quarterly)

* Less than ½ of 1%
** Includes U.S. Islands

Chart 20

CANADIAN VACATION TRIPS TO THE EASTERN GATEWAY IN 1974 BY SEASONALITY (By Month)



Note: Totals may not add to 100% due to rounding

* Less than ½ of 1%

* * Includes U.S. Islands

Length of Stay

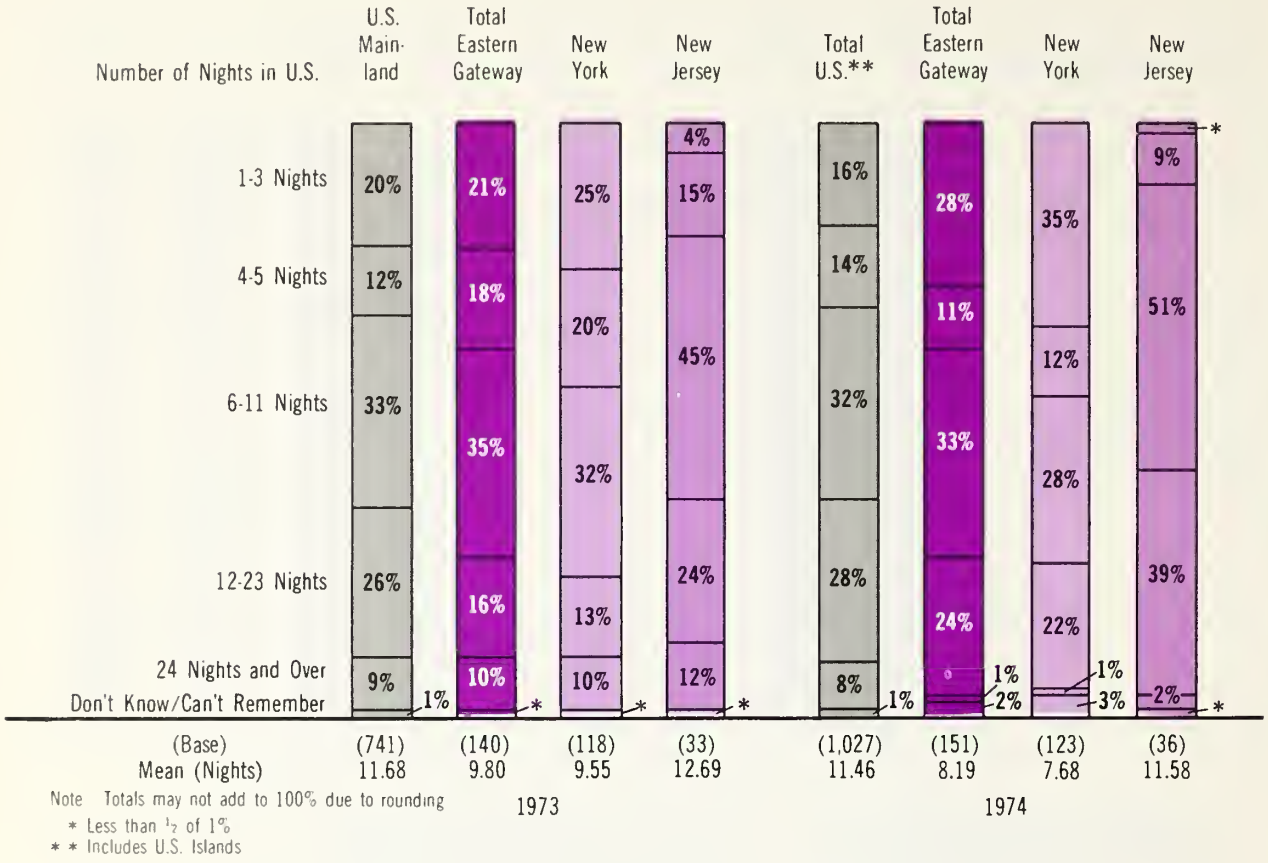
Due to proximity of the **Eastern Gateway, New York,** and **New Jersey** to the Canadian border, as well as the intensive use of auto travel to these areas, Canadian vacation to these regions was, overall, shorter in duration than the average length of stay for Canadian visitation to the total **U.S.**

Specifically, the average length of stay for Canadian vacation trips during 1974 to the Eastern Gateway was 8.2 nights, compared to 11.5 nights for the national average. For travel to New York and New Jersey, the mean length of stay was 7.7 nights and 11.6 nights, respectively. For each of these areas, the lengths of stay were significantly lower than during the previous year, most likely due to the travel-suppressing effects of the 1974 economic problems which struck almost every nation of the world.

Reflecting this trend toward shorter lengths of stay, trips lasting from 1 to 3 nights increased in proportion for travel to the Eastern Gateway (up from 21% in 1973 to 28% in 1974) and to New York (increasing from 25% in 1973 to 35% in 1974). On the other hand, the most popular lengths of stay (and even more so during 1974 than in 1973) for trips to New Jersey were 6 to 11 nights and 12 to 23 nights, which combined accounted for 90% of the Canadian trips to this state.

Chart 21

CANADIAN VACATION TRIPS TO THE EASTERN GATEWAY IN 1974 BY LENGTH OF STAY



Note Totals may not add to 100% due to rounding

* Less than ½ of 1%

* * Includes U.S. Islands

APPENDICES

Appendix A

DEFINITION OF UNITED STATES AND CANADIAN REGIONS

U.S. REGIONS

1. **NEW ENGLAND**

   Connecticut
   Maine
   Massachusetts
   New Hampshire
   Rhode Island
   Vermont

2. **EASTERN GATEWAY**

   New Jersey
   New York

3. **GEORGE WASHINGTON COUNTRY**

   Delaware
   District of Columbia
   Maryland
   Pennsylvania
   Virginia
   West Virginia

4. **THE SOUTH**

   Alabama
   Arkansas
   Florida
   Georgia
   Kentucky
   Louisiana
   Mississippi
   North Carolina
   South Carolina
   Tennessee

5. **GREAT LAKES COUNTRY**

   Illinois
   Indiana
   Iowa
   Michigan
   Minnesota
   Ohio
   Wisconsin

6. **OLD WEST**

   Colorado
   Montana
   Nebraska
   North Dakota
   South Dakota
   Utah
   Wyoming

7. **FRONTIER WEST**

   Arizona
   Kansas
   Missouri
   New Mexico
   Oklahoma
   Texas

8. **FAR WEST**

   Alaska
   California
   Idaho
   Nevada
   Oregon
   Washington

9. **ISLANDS**

   American Samoa
   Guam
   Hawaii
   Puerto Rico
   Virgin Islands

CANADIAN REGIONS

ATLANTIC PROVINCES

Newfoundland
Prince Edward Island
Nova Scotia
New Brunswick

QUEBEC

ONTARIO

PRAIRIE PROVINCES

Manitoba
Saskatchewan
Alberta

BRITISH COLUMBIA

Other

Yukon/N.W.T.

The definitions used in the study were as follows:

"Vacation" defined for the respondent as not including weekends or long weekends or statutory holidays; or "working holidays". Beyond this, the definition was intentionally left up to the respondent. This procedure was carefully established to avoid a long series of arbitrary decisions as to what was and what was not a vacation. For example, housewives, professional men, retired people and students would each have required explicit, arbitrary, and perhaps even inconsistent criteria laid down as to what constituted a vacation. Consequently, the definition of a vacation was completely subjective (aside from the above list of what it was not): if the respondent thought he had a vacation, it was considered that he did.

Vacation trip essentially is absence from home. Once again, the precise definition was the respondent's. In practice, virtually all trips reported were of at least one night's duration, and this can be taken as the working criterion.

For analytical purposes a further definitional requirement of a "trip" was made, such that it was "a person or group of people from the same household traveling together." If husband and wife traveled together, it was deemed reasonable that this should be regarded as one trip, not two. For example, they would probably have made a single joint decision to go on the trip. If they went with a couple from another household, this second pair probably would have made a separate decision, so this foursome could be regarded as two trips.

Since individuals (18 or over) were interviewed for these studies, the problem could arise of double counting (or multiple counting) of trips—for example, interviewing husband and wife who had been on a trip together would show two trips, not one. Weighting was used to compensate for this possibility. For each trip it was ascertained how many people (18 and over from the same household) had been on the trip. The reciprocal of this number served as the basis for this corrective weighting.

Appendix B

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74

(Prorated to equal 100%)

Regions and States	Base		Estimated number Canadian arrivals		Percent of total vacation arrivals		Regional expenditures in the U.S. ($ million)		Percent of total Canadian vacation expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	766,000	610,000	18%	16%	$58	$46	12%	7%
(Maine)	73	76	377,000	290,000	9	7	28	22	6	3
(Massachusetts)	52	51	245,000	161,000	6	4	21	15	4	2
Eastern Gateway	140	151	689,000	501,000	17	13	54	55	11	9
(New York)	118	123	555,000	384,000	13	10	44	42	9	7
(New Jersey)	33	36	173,000	138,000	4	4	17	18	3	3
George Washington Country	56	57	237,000	202,000	6	5	36	27	7	4
The South	177	211	944,000	729,000	23	19	131	166	27	26
(Florida)	150	167	783,000	514,000	19	13	123	138	25	22
Great Lakes Country	106	127	480,000	408,000	11	11	48	46	10	7
Old West	40	67	247,000	211,000	6	5	20	20	4	4
Frontier West	20	45	94,000	137,000	2	4	18	30	4	5
Far West	156	258	644,000	758,000	15	20	100	136	20	22
(California)	83	109	306,000	295,000	7	8	79	81	17	13
(Washington)	53	99	206,000	310,000	5	8	25	29	5	5
U.S. Islands	n.a.	80	n.a.	266,000	n.a.	7	n.a.	91	n.a.	14
U.S. Unspecified	15	15	73,000	55,000	2	1	18	6	4	2
Total U.S. Mainland	741	955	4,174,620	3,614,000	100%	93	483	540	100%	72
Total U.S.	n.a.	1,027	n.a.	3,880,000	n.a.	100%	n.a.	631	n.a.	100%

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

Regions and States	Base		Average number of persons per trip		Average number of persons per household		Average number of nights spent in U.S.	
	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	2.50	2.53	1.70	1.65	9.5	8.2
(Maine)	73	76	2.61	2.73	1.70	1.71	8.7	7.5
(Massachusetts)	52	51	2.39	2.20	1.70	1.51	9.9	19.1
Eastern Gateway	140	151	2.49	2.38	1.56	1.66	9.8	8.2
(New York)	118	123	2.38	2.24	1.51	1.64	9.6	7.7
(New Jersey)	33	36	2.66	2.75	1.69	1.71	12.7	11.6
George Washington Country	56	57	2.14	2.55	1.56	1.63	14.3	13.9
The South	177	211	2.70	2.48	1.56	1.60	16.4	17.5
(Florida)	150	167	2.64	2.21	1.56	1.63	16.7	18.6
Great Lakes Country	106	127	2.29	2.31	1.68	1.67	10.5	9.2
Old West	49	67	2.55	2.26	1.56	1.78	10.9	9.3
Frontier West	20	45	2.38	2.18	1.63	1.51	22.4	15.7
Far West	156	258	2.09	2.11	1.54	1.52	14.8	11.6
(California)	83	109	1.87	1.95	1.51	1.47	20.5	16.8
(Washington)	53	99	1.97	2.25	1.61	1.71	12.1	8.2
U.S. Islands	n.a.	80	n.a.	2.39	n.a.	1.51	n.a.	15.3
U.S. Unspecified	15	15	2.49	2.65	2.49	1.68	12.7	14.2
Total U.S. Mainland	741	955	2.46	2.36	1.60	1.60	11.7	11.3
Total U.S.	n.a.	1,027	n.a.	2.36	n.a.	1.59	n.a.	11.5

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELER, 1973-74—Con.

Regions and States	Base		Daily trip expenditures per vacation party		Daily trip expenditures by vacation party		Per Capita expenditures for trip		Daily per capita trip expenditures	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
New England	155	173	$313	$303	$33	$37	$125	$120	$13	$15
(Maine)	73	76	331	345	38	46	127	126	15	17
(Massachusetts)	52	51	319	326	34	32	133	144	14	14
Eastern Gateway	140	151	348	392	36	48	140	165	14	20
(New York)	118	123	336	350	35	45	141	156	15	20
(New Jersey)	33	36	449	591	35	51	169	215	13	19
George Washington Country	56	57	501	544	35	39	234	213	16	15
The South	177	211	730	910	45	52	270	367	16	21
(Florida)	150	167	788	895	47	48	298	405	18	22
Great Lakes Country	106	127	348	376	33	41	152	163	14	18
Old West	49	67	373	408	34	44	146	181	13	19
Frontier West	20	45	782	727	35	46	329	333	15	21
Far West	156	258	498	545	34	47	238	258	16	22
(California)	83	109	675	738	33	44	361	378	18	23
(Washington)	53	99	332	309	27	38	169	137	14	17
U.S. Islands	n.a.	80	n.a.	1,350	n.a.	88	n.a.	565	n.a.	37
U.S. Unspecified	15	15	664	420	52	30	267	158	21	11
Total U.S. Mainland	741	955	438	518	37	46	178	219	15	19
Total U.S.	n.a.	1,027	n.a.	570	n.a.	50	n.a.	242	n.a.	21

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures ($)		Per capita expenditures for trip ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per person ($)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Expenditures in U.S. only:																
Total	(741)	(1,027)	483	570	178	242	37	50	15	21	11.7	11.5	2.46	2.36	1.60	1.65
Residence:																
Atlantic Provinces	(55)	(38)	376	373	153	170	40	40	16	18	9.3	9.3	2.27	2.20	1.59	1.53
Quebec	(201)	(259)	480	515	195	197	37	41	15	16	13.1	12.6	2.55	2.61	1.61	1.66
French Quebec	(135)	(163)	454	624	185	222	34	49	14	17	13.2	12.7	2.66	2.81	1.63	1.72
English Quebec	(65)	(57)	535	515	217	259	41	48	17	24	13.1	10.7	2.18	1.99	1.54	1.49
Ontario	(301)	(405)	474	589	193	250	42	53	17	23	11.3	11.1	2.25	2.30	1.55	1.52
Prairies	(89)	(158)	312	516	127	247	29	45	12	22	10.8	11.4	2.24	2.09	1.56	1.50
British Columbia	(92)	(162)	376	624	153	318	35	58	14	29	10.7	10.8	2.16	1.96	1.51	1.47
City of residence:*																
Vancouver	n.a.	(100)	n.a.	652	n.a.	n.a.	n.a.	62			n.a.	10.5	n.a.		n.a.	1.38
Calgary/Edmonton	n.a.	(48)	n.a.	695	n.a.	n.a.	n.a.	58			n.a.	12.0	n.a.		n.a.	1.44
Winnipeg	n.a.	(37)	n.a.	477	n.a.	n.a.	n.a.	31			n.a.	15.3	n.a.		n.a.	1.38
Toronto	n.a.	(153)	n.a.	515	n.a.	n.a.	n.a.	51			n.a.	10.1	n.a.		n.a.	1.48
Montreal	n.a.	(124)	n.a.	599	n.a.	n.a.	n.a.	40			n.a.	15.1	n.a.		n.a.	1.57
English	n.a.	(40)	n.a.	419	n.a.	n.a.	n.a.	31			n.a.	10.7	n.a.		n.a.	1.49
French	n.a.	(52)	n.a.	815	n.a.	n.a.	n.a.	44			n.a.	18.6	n.a.		n.a.	1.68
Other	n.a.	(32)	n.a.	459	n.a.	n.a.	n.a.	31			n.a.	14.8	n.a.		n.a.	1.30
Community size:																
Urban	(625)	(896)	455	557	185	249	38	50	16	21	11.9	11.7				
Rural	(116)	(131)	338	455	137	193	32	45	13	19	10.6	10.2				

*Data have limited value due to small sample sizes

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures ($)		Per capita expenditures for trip ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per person ($)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Sex:																
Male	(376)	(476)	460	624	187	264	41	55	17	23	11.3	11.3				
Female	(365)	(551)	412	519	167	220	34	45	14	19	12.1	11.6				
Age:																
18 to 29	(263)	(304)	391	519	159	220	38	50	15	21	10.3	10.5				
30 to 39	(125)	(194)	413	604	168	256	42	63	17	27	9.9	9.6				
40 to 49	(129)	(205)	478	572	194	242	51	60	21	25	9.4	9.5				
50 and over	(224)	(323)	490	601	199	255	31	41	13	17	15.6	14.8				
Language:																
French Quebec	(136)	(165)	455	634	185	269	34	48	14	21	13.2	13.1				
Rest of Canada	(605)	(862)	434	557	176	230	38	50	16	21	11.3	11.2				
Marital status:																
Single	(220)	(277)	372	539	151	228	34	45	14	19	10.8	12.0				
Married	(452)	(608)	478	590	194	250	42	56	17	24	11.3	10.5				
Separated/Widowed/ Divorced	(70)	(142)	405	550	165	233	24	39	10	16	17.2	14.3				
Family composition:																
Adults only	(413)	(640)	431	582	175	247	33	46	13	20	13.1	12.6				
Have children under 18	(328)	(387)	446	551	181	233	45	57	18	24	9.9	9.7				
Socio economic level:																
Upper	(245)	(299)	590	692	240	102	47	65	19	10	12.5	10.6				
Upper middle	(166)	(223)	426	628	173	266	37	52	15	22	11.4	12.0				
Middle	(121)	(206)	408	467	166	198	38	45	16	19	10.7	10.3				
Lower middle	(107)	(165)	312	477	127	202	31	37	13	16	10.1	12.9				
Lower	(102)	(135)	257	504	104	214	19	40	8	17	13.2	12.5				

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures ($)		Per capita expenditures for trip ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per person ($)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Occupation:																
Prof./Sales/White collar	(330)	(456)	505	600	205	254	45	56	18	24	11.2	10.8				
Skilled labor	(198)	(230)	365	551	148	233	41	59	17	25	8.8	9.3				
Unskilled labor	(34)	(62)	383	532	156	225	32	53	13	22	12.0	10.1				
Farmer	(18)	(22)	347	377	141	160	40	34	16	14	8.6	11.2				
Student	(8)	(30)	312	384	127	163	39	33	16	14	8.0	11.6				
Retired/Pensioned	(62)	(108)	518	607	211	257	28	38	11	16	18.5	15.8				
Other	(67)	(93)	295	592	120	251	18	37	7	15	16.8	16.2				
Education (Attended or completed):																
University	(86)	(149)	606	516	246	219	45	50	18	21	13.4	10.4				
Technical/Preparatory	(61)	(91)	396	672	161	285	44	49	18	21	8.9	13.6				
High school	(187)	(260)	409	619	166	262	34	54	14	23	12.2	11.4				
Elementary school	(47)	(72)	268	694	109	294	29	42	12	18	9.1	16.5				
Accommodation:																
Owned	(483)	(633)	454	578	185	245	42	52	17	22	10.9	11.2				
Rented	(238)	(383)	415	568	169	241	31	47	13	20	13.3	12.0				
Type of dwelling:																
Detached/Semi-Detached	(499)	(666)	449	580	183	246	41	53	17	23	11.0	10.9				
Town house/Other Attached House	(112)	(127)	409	602	166	255	31	51	13	21	13.0	11.9				
Apartment	(117)	(216)	441	513	179	217	33	39	14	16	13.2	13.2				
Other	(13)	(19)	189	718	77	304	14	71	6	30	13.1	10.1				

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures ($)		Per capita expenditures for trip ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per person ($)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Purpose of trip:																
Visiting friends or relatives ..	(252)	(344)	375	309	178	153	29	30	14	15	13.1	10.3	2.11	2.02	1.56	1.54
Staying at a vacation spot ...	(234)	(383)	588	788	219	314	45	62	17	25	13.1	12.6	2.68	2.51	1.67	1.66
City sightseeing/shopping ...	(176)	(235)	413	617	188	243	38	61	17	24	10.8	10.1	2.20	2.54	1.56	1.62
Rural activities	(192)	(268)	415	548	156	219	33	53	12	21	12.7	10.4	2.66	2.50	1.69	1.61
Other	(145)	(215)	434	624	181	242	41	57	17	22	10.6	11.0	2.40	2.58	1.52	1.55
Purpose of trip and season:																
June to September:																
Visiting friends/relatives ..	(115)	(188)	293	295	136	135	29	36	13	17	10.2	8.1	2.16	2.18	1.60	1.62
Staying at a vacation spot	(104)	(188)	413	552	154	208	39	52	14	20	10.7	10.6	2.68	2.65	1.77	1.65
City sightseeing	(93)	(127)	302	503	143	193	38	61	18	24	7.9	8.2	2.11	2.61	1.63	1.62
Rural activities	(121)	(167)	296	405	113	159	31	45	12	18	9.4	9.0	2.62	2.55	1.71	1.66
Other	(67)	(105)	306	567	136	216	35	58	15	22	8.8	9.7	2.25	2.63	1.48	1.55
October to May:																
Visiting friends/relatives ..	(136)	(156)	435	327	211	179	28	25	14	14	15.5	12.9	2.06	1.83	1.53	1.44
Staying at a vacation spot	(130)	(194)	727	1,023	271	432	48	70	18	29	15.0	14.7	2.68	2.37	1.59	1.67
City sightseeing.....	(83)	(109)	544	753	237	307	39	61	17	25	14.0	12.3	2.30	2.45	1.49	1.61
Rural activities	(71)	(101)	632	778	230	323	35	61	13	25	18.2	12.8	2.75	2.41	1.64	1.53
Other	(78)	(110)	543	685	212	271	45	56	18	22	12.0	12.3	2.52	2.53	1.56	1.54
Main mode of transport:																
Car	(481)	(497)	377	427	147	167	36	44	14	17	10.4	9.7	2.57	2.56	1.69	1.77
Plane	(171)	(397)	690	811	371	403	48	58	26	29	14.5	13.9	1.86	2.01	1.43	1.42
Bus	(63)	(96)	268	455	92	195	23	43	8	18	11.5	10.7	2.90	2.33	1.39	1.41
Train	(10)	(10)	155	383	85	180	16	31	9	15	9.8	12.4	1.83	2.13	1.27	1.47
Motor Camper	n.a.	(24)	n.a.	437	n.a.	140	n.a.	42	n.a.	13	n.a.	10.4	n.a.	3.13	n.a.	1.69
Other.....	(40)	(30)	405	646	138	201	23	49	8	15	17.7	13.1	2.93	3.21	1.55	1.43

CANADIAN VACATION ARRIVALS AND EXPENDITURES IN THE UNITED STATES, BY CHARACTERISTICS OF THE TRAVELERS, 1973-74—Con.

	(Base)		Total trip expenditures ($)		Per capita expenditures for trip ($)		Daily trip expenditures by vacation party ($)		Daily trip expenditures per person ($)		Average No. of nights spent		Average No. of persons per trip		Average No. of persons in household	
	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974	1973	1974
Month trip started:																
December to March	(192)	(262)	543	567	216	405	35	55	14	26	15.7	15.6	2.51	2.14	1.56	1.57
April to May	(75)	(104)	518	625	230	264	37	56	16	23	14.1	11.3	2.25	2.37	1.52	1.54
June to September	(376)	(524)	331	444	137	182	35	46	15	19	9.4	9.6	2.42	2.44	1.64	1.63
October to November	(98)	(137)	544	479	205	195	52	44	19	18	10.7	10.8	2.70	2.46	1.60	1.55
Nights spent in U.S.:																
1-5	(233)	(308)	159	245	63	103	51	74	20	31	3.1	3.3	2.54	2.39	1.66	1.63
6-11	(242)	(334)	368	535	146	220	46	68	18	28	8.0	7.9	2.52	2.43	1.54	1.57
12-17	(138)	(217)	662	880	265	373	47	63	19	27	14.0	13.9	2.50	2.36	1.66	1.61
18 and over	(120)	(153)	834	934	379	432	25	29	11	13	33.0	32.1	2.50	2.16	1.55	1.50

Note: If the average number of persons per trip is not provided the national average of 2.46 persons for 1973 and 2.36 persons for 1974 was used to determine the per capita expenditures for trips and the daily trip expenditures by vacation party.

GPO 896-624

PENN STATE UNIVERSITY LIBRARIES
A0000719995OO

OCTOBER 1975